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ABSTRACT

This document contains 13 reports from the 1981 White House Conference on Aging. The first report describes the community forums held around the country to collect citizen input on issues important to the elderly. An overview of the 1981 White House Conference on Aging scheduled for November 1981 is provided, biographical sketches of conference chairpersons and administrators are given, and a list of state coordinators is included. Other reports describe state and local activities leading up to the conference and present community forum information. Mini-conferences designed to provide forums for special groups are discussed and progress reports of mini-conferences on various topics, e.g., employment, ethnic needs, minority groups, housing, health care, and consumer problems, are given. Reports are also included on the activities of various State White House Conferences, the members of the National Advisory Committee for the 1981 conference, the 14 conference committees, and the events scheduled during the actual four-day conference. (NRB)

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REPORTS FROM THE WHITE HOUSE CONFERENCE ON AGING, 1981

Numbers 1 - 13
April 1980 - November 1981

Jerome R. Waldie
Executive Director
White House Conference on Aging

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CG 015996

report from the White House Conference on Aging

Number 1
April 1980

Citizen input sought at community forums

DATELINE, U.S.A. --As we enter Older Americans Month, aging organizations and community groups throughout the nation are poised to launch community forums as the first step in a series of grass roots events leading up to the 1981 White House Conference on Aging some 20 months from now.

In Colorado, thousands of persons of all ages are expected to attend nearly 300 forums in several cities and towns across the state. Forums are also being held during April and May in Fort Lauderdale, Fla., Seattle, Wash., and Baltimore, Md.

In Seattle, the first forum was held April 11 and several more are being planned. On May 4, some 3,300 older persons will attend a "Salute to Seniors" in Fort Lauderdale and will be briefed on White House Conference activities by Jerome Waldie, WHCOA executive director. Two more forums are slated for Fort Lauderdale on May 23 and 24. Meanwhile, approximately 850 persons are expected to attend a May 20 forum at the Baltimore Convention Center.

Community forums, originally to be scheduled only during May, now can be scheduled through September 1980.

The community forums are designed to provide local citizens of all ages with an opportunity to hold public discussions on issues important to the elderly and to the community at large, according to Jerome Waldie, executive director of the 1981 White House Conference on Aging.

Mr. Waldie believes that too often policymakers neglect to ask for the opinions and views of those for whom they are setting policy. "The community forums provide an opportunity for the people of this country, who too rarely are asked their opinions on important issues, to tell the policymakers what life is really about," he stated.

A community forum may be organized by any interested individual or group, may range in size from 5 to 30 persons, and may be held in any place that is suitable

A peek at the House and Senate aging leaders

Pepper

- The White House Conference on Aging is planning to work closely with the aging committees of both houses of Congress —the House Select Committee on Aging chaired by Congressman Claude Pepper and the Senate Special Committee on Aging under the leadership of Senator Lawton Chiles. Both Pepper and Chiles are Democrats from Florida.
- Congressman Pepper, 79, holds the distinction of being the oldest member of the U.S. House of Representatives where he is serving his ninth term. The Dudleyville, Alabama native has claimed a seat on both sides of the congressional aisle, having served in the Senate for 14 years. Between his two stints in Congress, Representative Pepper an attorney, returned to private practice.
- Says Congressman Pepper, "It's easy for a Conference to make a report and for the policy recommendations to sit on library shelves gathering dust; but as a member of Congress, I intend to do my utmost to ensure that recommendations which flow from this Conference are implemented."
- Senator Chiles, who just turned 50 in April, is serving his second term in the Senate. The Lakeland, Florida native has headed the Senate Special Committee on Aging since January 23, 1979.
- Senator Chiles, the father of two sons and two daughters, and the grandfather of two, holds a Bachelor's Degree from the University of Florida at Gainesville and an LLB from the University of Florida College of Law. Prior to his election to the U.S. Senate Mr. Chiles practiced law in Lakeland for 16 years.
- His political career moved from the Florida House of Representatives, to the Florida Senate to the U.S. Senate.

Chiles

for a gathering, including private homes, apartments, churches, community halls, senior centers, schools, nursing homes, club buildings and city or county office buildings.

Mr. Waldie and members of the Conference Advisory Committee congratulate the Area Agencies on Aging, along with other groups, for taking a leadership role in promoting and coordinating the community forums. Specifically, most Area Agencies will distribute report forms to any group or individual who expresses an interest in sponsoring a forum, and will serve as receiver of report forms which will be forwarded to state units on aging through the state coordinators to be used at the state conference later in the year.

Anyone interested in sponsoring community forums should contact the local Area Agency to request report forms.

Hopefully the community forums will provide an opportunity for hundreds of thousands of older Americans to begin participating in an event that will culminate in shaping future policy for all older Americans.

"Widespread participation in the community forums will have a positive impact on the specific program and policy issues which will be placed on the agenda of the national conference," Mr. Waldie says. "If participation is widespread throughout the nation and if the people attending those forums speak loudly and clearly as to what their views might be, their impact will be considerable," he noted recently.

"Forums offer an opportunity to overcome the negative stereotypes that too often are applied to older Americans by demonstrating the vigor of their concerns and the validity of their accomplishments," he explained. Furthermore, he said, "The forums provide an opportunity to begin the definition of the national agenda for the future as to programs designed to meet the needs of the elderly and to afford greater opportunity to older Americans."

An overview:
1981 White House Conference on Aging

WASHINGTON, D.C. --The 1981 White House Conference on Aging has begun its task of shaping future policy for today's older citizens and for future generations of elders.

The 56-member Advisory Committee which serves as leadership for the WHCOA met as a body for the first time last month to deliberate, plan and outline issues that will impact on the quality of life of America's aging society over the next decade.

"You will deal with some of the most difficult problems we face as a nation as you prepare for the 1981 Conference. They will tax your skill, your creativity and your patience," Health, Education and Welfare Secretary Patricia Harris said during the swearing-in ceremonies held in Washington, D.C. on March 24.

CHAIRPERSON MADE OFFICIAL: Health, Education and Welfare Secretary Patricia Harris, left, swears in Dr. Sadie T. M. Alexander, a Philadelphia lawyer, as Conference Chairperson, while Conference Executive Director Jerome Waldie observes. The ceremonies were held in March in Washington, D.C.

The Committee, which represents a broad cross-section of the nation's racial, ethnic and cultural groups, is chaired by Dr. Sadie T.M. Alexander, a Black attorney who, at age 82, continues to practice law in Philadelphia. Conference Co-Chairpersons are Dr. Arthur Flemming, chairman of the U.S. Commission on Civil Rights; Dr. Bernice Neugarten, professor of human development at the University of Chicago; Lupe Morales, a consumer advocate from Los Angeles; and Dr. Ellen Winston, chairperson of the North Carolina Advisory Committee on Aging.

Noting that 32 million U.S. citizens will be age 65 or over by the year 2000 compared to 24.7 million at the beginning of 1980, Dr. Alexander said that the 1981 White House Conference would provide a "unique opportunity to focus national attention on the development of policies to deal with the increasing numbers of older Americans."

The Conference is for all America, Dr. Alexander added, and will provide an opportunity for persons interested in and knowledgeable about the concerns of the aged to formulate proposals for action.

Secretary Harris urged the Advisory Committee (see list on page 6) to be active, outspoken and forceful as it tackles the difficult problems which face the nation's aging and aged citizens.

"Millions of older Americans--and countless others who hope to become senior citizens--will watch your work with interest. I join them in urging you not to 'go gentle into that good night,' but to be outspoken and forceful in presenting your case," Secretary Harris said.

PRESIDENTIAL WELCOME: President Jimmy Carter and First Lady Rosalynn greeted the Advisory Committee at a White House reception in March. The President, who called for the Conference, told the Conference leaders the impacts energy and inflation have on older persons will be two key issues that the Conference will need to address. Seated next to the President are Nelson Cruikshank, Counsellor to the President on Aging, Conference Deputy Co-Chairpersons Lupe Morales and Bernice Neugarten, and Conference Chairperson Mrs. Sadie T. M. Alexander.

President hosts advisors: Two days later President and Mrs. Carter welcomed some 400 guests at a reception honoring the Advisory Committee in the East Room of the White House. The President told the advisors and leaders of the nation's aging organizations that the 1981 Conference must contend with some unique, new challenges in planning for the decade of the '80s, as well as problems addressed at the two previous federal conferences on aging.

In addition to the problems of income maintenance, health, transportation and the special concerns of the minority aged, the 1981 Conference will have to contend with energy, which the President described as a "permanent problem," and inflation, which he called both an economic and social threat.

"Those who suffer most from inflation are those whom you will be representing...those who live on small incomes... those who are not particularly mobile...who have difficulty in shopping habits," and who live on fixed or uncertain incomes, the President remarked.

At the same time President Carter reassured the leaders of the aging community that budget cuts would not affect Social Security and other programs of special interest to the aged such as Supplemental Security Income, Medicare, Meals-on-Wheels, and assisted housing.

Issues: By the time the Advisory Committee had wound up its three-day meeting it had drawn up a tentative list of major issues to be addressed by the Conference with the assistance of a 96-member Technical Committee now being constituted by Secretary Harris.

Specifically, the issues have been broken down into the following broad categories: economic security; physical and mental health; social well-being; older Americans as a growing national resource; creating an age-integrated society; and research.

President Carter called for the 1981 White House Conference on Aging, as authorized by Congress under Title II, P.L 95-478 in October 1978 "to develop recommendations for further research and action in the field of aging," and to promulgate policies designed to

- improve the economic well-being of older Americans
- make comprehensive and quality health care more readily available
- establish a more comprehensive social service delivery system
- expand availability of appropriate housing, long-term care, retirement policy
- offer greater employment opportunities for older Americans, and
- overcome aging stereotype and encourage biomedical research into the aging process.

In the authorizing legislation, Congress directed HEW Secretary Harris to plan and conduct the 1981 White House Conference in cooperation with the Commissioner on Aging, the Director of the National Institute on Aging, and heads of other appropriate federal departments and agencies.

CO-CHAIRPERSON NAMED: Dr. Arthur Flemming, one of four Deputy Co-Chairpersons and Chairman of the U.S. Commission on Civil Rights, is sworn in by Secretary Harris. A former Secretary of HEW and former Commissioner on Aging, Dr. Flemming resides in Alexandria, Va.

The White House Conference on Aging National Advisory Committee

Sadie T. M. Alexander
Arthur Flemming
Bernice Neugarten
Lupe Morales
Ellen Winston
Robert M. Ball
Morrison H. Beach
Mother Bernadette
Virginia Boyack
Cyril Brickfield
Anna Brown
Bertha Brown
Cyril Carpenter
Margaret Clark
Jacob Clayman
Homer Cunningham
Bina Davis
Michael De Bakey
Monsignor Charles Fahey
David Gee
William Gee
Georgia Neese Clark Gray
Elvina Gray Bear
Nancy Hanks
Helen Hayes
Aaron Henry
Harry Holland
Marshall Holleb
Margaret Jacks
William Kieschnick
Maggie Kuhn
Inabel Lindsay
Helena Lopata
Olga Madar
Florence Mahoney
Ernesto Martinez
Benjamin Mays
Margaret Ohlson
Masako Osako
Esther Peterson
Eric Pfeiffer
Gloria Saca
Bert Seidman
James Sykes
Herbert Shore
Virginia Stone
Anthony Thomopoulos
Annie Dodge Wauneka
Robert Weaver
Cynthia Wedel
Sara-Alyce Wright
Coleman Young
William Kerrigan
Tarek Shuman
World Health Organization Representative

AoA Commissioner Robert Benedict and Dr. Robert Butler, Director of NIA were appointed to serve in an interim leadership capacity. On December 10, 1979, President Carter named Jerome R. Waldie, former Congressman from California, Executive Director of the White House Conference on Aging, and Dr. Sadie T.M. Alexander as Chairperson. The permanent leaders of the Conference are assisted by Mr. Benedict; Dr. Butler; Martha Keys, Special Advisor to Secretary Harris; and Dr. Fernando Torres-Gil, designated by Secretary Harris to assist in planning the Conference.

Process: The 1981 Conference is not a single event, but a series of activities beginning in local communities, moving to state and regional levels, and culminating with the national meeting in Washington, D.C., November 30 to December 4, 1981.

Specifically, nationwide activities begin during Older Americans Month with local community forums. State conferences and regional hearings have been designed to gain the widest participation by American citizens. Special mini-conferences on specific interests and concerns also have been included to focus attention on elderly minorities, rural and urban elderly, and older women, among others.

Unique to this conference, Mr. Waldie says, is that minority participation has been built into every phase from planning to the delegate selection process.

A total of 1,800 delegates will attend the national meeting. The delegate selection process is being set up to reflect the number of elderly persons in each state and to include minority representatives and individuals from national organizations.

In order to ensure that there is substantial minority participation in the Conference the formula for delegate selection in the case of minorities will be based on the total number of minority persons living in a given area, rather than on the number of older minority persons in a particular community.

Dr. Sadie T. M. Alexander, an 82-year-old practicing Philadelphia attorney, has been named Chairperson of the 1981 White House Conference on Aging.

Dr. Alexander, the first American Black woman to receive a Ph.D. and to earn a law degree from the University of Pennsylvania, has practiced law in Philadelphia for the past 52 years. She was the first woman to be elected president of the Philadelphia Bar Foundation.

Dr. Alexander, who is writing a book highlighting her life's experiences, is a member of the National Advisory Council of the American Civil Liberties Union and the National Committee for Support of Public Schools.

A founding member of the Advisory Committee to the American Committee on Africa, Dr. Alexander has lectured in Europe, the Far East, the West Indies and the Philippines on the status of American Blacks.

Dr. Alexander earned a B.S. in education, an M.A. and Ph.D. in economics from the University of Pennsylvania.

The Executive Director of the 1981 White House Conference on Aging is 55-year-old California attorney and former Congressman **Jerome R. Waldie**.

Mr. Waldie, a native of Antioch, California, earned his law degree at the University of California School of Law (Berkeley Bolt) in 1953. He had a private practice for six years before joining the California Assembly in 1959 and becoming majority leader three years later. He remained in that position until his election in 1966 to the U.S. House of Representatives where he was a member of the Judiciary, Post Office and Civil Service Committees.

When he left Congress in 1974 Mr. Waldie returned to private law practice. Married and the father of three adult children, and grandfather of one, Waldie was Chairperson of the Federal Mine Safety and Health Review Commission prior to accepting the appointment to coordinate national activities for the White House Conference on Aging.

Dr. Arthur S. Flemming, a long-time leader in the field of aging, has been named a Deputy Chairperson of the 1981 White House Conference on Aging.

The 74-year-old Dr. Flemming, who currently serves as Chairman of the U.S. Commission on Civil Rights, has beer U.S. Commissioner on Aging (1973-78) and Secretary of Health, Education and Welfare (1958-61). He also served as Chairman of the 1971 White House Conference on Aging.

The Kingston, New York native has been president of three institutions of higher learning, including Ohio Wesleyan University (1948-53 and 1957-61); the University of Oregon (1961-68); and Macalaster College at St. Paul, Minnesota (1968-71). Dr. Flemming began his academic career as an instructor of government at the American University in 1927, and became director of the School of Public Affairs at American in 1934. Five years later he left to join the U.S. Civil Service Commission. During that time he also served as chairman of the Labor-Management Manpower Policy Committee of the War Manpower Commission.

A member of the first and second Hoover Commissions on the organization of the Executive Branch, he also served as a member of President Eisenhower's Advisory Committee on Government Organization, a member of the International Civil Service Advisory Board, and Chairman of the National Advisory Committee of Upward Bound.

Dr. Flemming was appointed President of the Oregon Council of Churches in 1964, President of the National Council of Churches of Christ in America in 1966, and President of the National Council of Social Welfare in 1968. He also served as Chairman of the American Council on Education in 1969.

He holds a bachelor's degree from Ohio Wesleyan, a master's degree from American University and a Juris Doctorate degree from George Washington University.

University of Chicago Professor **Bernice L. Neugarten** is a Deputy Chairperson of the 1981 White House Conference on Aging Advisory Committee. Dr. Neugarten, a well-known gerontologist, has been a member of the Federal Council on Aging since 1978.

She is the recipient of many honors including an Honorary Doctor of Science degree from the University of Southern California (1980); Distinguished Psychologist Award from the Illinois Psychological Association (1979); Distinguished Teaching Award from the American Psychological Foundation (1975); and the Kleemeir Award for outstanding research contributions in aging from the Gerontological Society (1971).

Dr. Neugarten, a professor in the Department of Behavioral Sciences (Committee of Human Development) at the University of Chicago, has served on numerous committees and has authored a wide array of publications. She is a past President of the Gerontological Society and was a member of the Technical Committee on Research and Demonstration for the 1971 White House Conference on Aging and has been a member of the National Advisory Council of the National Institute on Aging.

She is listed in Who's Who of American Women, Who's Who in America, and Leaders in Education.

A Nebraska native, Dr. Neugarten received a Ph.D. from the University of Chicago in 1943 and five years later became a Research Associate at that university. She has served in a number of capacities since that time, including Chairperson, Committee on Human Development, and Director of the graduate program in Adult Development and Aging. Dr. Neugarten presently is a member of the Council of the University Senate.

Lupe A. Morales, advocate for the Hispanic elderly in Los Angeles, California, is a Deputy Chairperson of the 1981 White House Conference on Aging Advisory Committee.

Mrs. Morales, who was born in Mexico, is fluent in both Spanish and English. She has been an active volunteer for many organizations in California including the Los Angeles Foster Grandparent Program Advisory Committee, the Task Force for the Elderly Victimization Prevention and Assistance Program, and the Congress of California Seniors.

She has received many honors for her volunteer work including the Older Americans Recognition Day Award, Congressman Edward Roybal's Achievement Award, and the Mayor's Certificate of Appreciation.

Mrs. Morales is treasurer of the East/Northeast Committee on Aging and a member of the Affiliated Committees on Aging and the East Area Federation of Senior Citizens' Clubs.

She has been chairperson and secretary of the recreation committee of the Los Angeles City Council on Aging and vice president of the Model Cities Program. She also has been a member of the evaluation and membership committee for the Los Angeles Council on Aging and the screening committee for students of the scholarship program at California State University at Los Angeles.

Dr. Ellen Winston, former Commissioner of Welfare in the U.S. Department of Health, Education and Welfare, is one of the Deputy Chairpersons of the White House Conference on Aging Advisory Committee. Dr. Winston, of Raleigh, North Carolina, served as a federal welfare commissioner from 1963 to 1967. Prior to that she was North Carolina Commissioner of Public Welfare for 18 years.

A pioneer in the home care field, Dr. Winston is the founder and chairperson of the Raleigh Homemaker-Home

Health Aide Service, and chairperson of the Governor's State Advisory Council on Aging.

The Bryson City, North Carolina native has authored and co-authored several books, including Seven Lean Years; The Plantation South; and Foundations of American Population Policy. She also has published over 200 articles in professional journals.

From 1940 to 1944 Dr. Winston was professor and head of the Department of Sociology at Meredith College in Raleigh. She has been a consultant to, among others, the National Resources Planning Board, the U.S. Office of Education, the U.S. Department of Health, Education and Welfare, and the Ford Foundation. Dr. Winston is active in national and international social welfare organizations.

A one-page handout is available for distribution at your community forum. Sponsoring organizations or individuals should contact the local Area Agency on Aging to obtain copies.

Governors name state coordinators

The governors of each of the 50 states and territories are appointing state coordinators for the 1981 White House Conference on Aging.

These people will serve as an important link between the White House Conference and the states. They will be responsible for planning the State White House Conferences between September 1980 and April 1981, and for conducting the delegate selection process at the state level in conjunction with the State Conferences.

Since you will need to work through your state coordinators, we are listing on the following pages the names and addresses of those who have been appointed to date, for your convenience.

Alabama
William F. Elliott
Deputy Director of the
Alabama Commission on Aging
740 Madison Avenue
Montgomery, Alabama 36130

Alaska
No appointee at this time

American Samoa
Tali Maae
Director of the Territorial
Administration on Aging
Government of American Samoa
Office of the Governor
Pago Pago, American Samoa 96799

Arizona
Gloria Heller
Executive Director
Governor's Advisory Council on Aging
1717 W. Jefferson Boulevard
Phoenix, Arizona 85007

Arkansas
Betty King
Director
State Office on Aging
7th and Main
Suite 1031
Little Rock, Arkansas 72201

California
Janet Levy
Director
Department of Aging
918 J Street
Sacramento, California 95814

Colorado
Jan Moore-Kirkland
Division of Services for Aging
Department of Social Services
1575 Sherman Street
Denver, Colorado 80203

Connecticut
Marin Shealey
Commissioner
Department on Aging
Washington Street
Room 312
Hartford, Connecticut 06115

Delaware
Eleanor Cain
Director
Division on Aging
Department of Health
and Social Services
Newcastle, Delaware 19720

District of Columbia
No appointee at this time

Florida
James Doyle
Director of Aging
and Adult Services
Department of Health and
Rehabilitation Services
Building Two - 328
1317 Windwood Boulevard
Tallahassee, Florida 32301

Georgia
Troy A. Bledsoe
Director
Office on Aging
Department of Human Resources
618 Ponce de Leon Avenue, N.W.
Atlanta, Georgia 30308

Guam
Judge Joaquin V.E. Manibusan
Department of Public Health
and Social Services
Division of Senior Citizens
Government of Guam
POB 2816
Agana, Guam 96910

Hawaii
Shimeji Kanazawa
Executive Office on Aging
1149 Bethel Street
Room 307
Honolulu, Hawaii 96813

Idaho
Rose Bowman
Idaho Office on Aging
State House
Boise, Idaho 83720

Illinois
Peg Blaser
Director
Illinois Department on Aging
53 West Jackson
Room 731
Chicago, Illinois 60604

Indiana
Maurice Endwright
State Commission on Aging and Aged
215 N. Senate Avenue
Room 201
Indianapolis, Indiana 46202

Iowa
Glenn Bowles
Commission on Aging
415 West Tenth Street
Des Moines, Iowa 50319

Kansas
Barbara Sabol
Secretary
Kansas Department on Aging
610 W. Tenth Street
Topeka, Kansas 66612

Kentucky
Fannie Dorsey
Director
Division for Aging Services
275 East Main Street
Frankfort, Kentucky 40601

Louisiana
No appointee at this time

Maine
Michael Petit
Commissioner of the Department
of Human Services
State House
Augusta, Maine 04333

Maryland
Matthew Tayback
Director
Office on Aging
State Office Building
301 W. Preston Street
Baltimore, Maryland 21201

Massachusetts
Thomas H.D. Mahoney
Secretary
Department of Elder Affairs
110 Tremont Street
5th Floor
Boston, Massachusetts 02108

Michigan
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Office of Services to the Aging
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Lansing, Michigan 48909

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Executive Director
Board on Aging
Suite 204 Metro Square Building
7th and Robert Streets
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Mississippi
John Lovitt
Director
Missippi Council on Aging
Suite 340 Watkins Building
510 George Street
Jackson, Mississippi 39201

Missouri
David B. Monson
Director
Missouri Division on Aging
1105 Missouri Boulevard
Jefferson City, Missouri 65101

Montana
Holly Luck
Chief
Aging Service Bureau
Department of Social and
Rehabilitation Services
P.O. Box 4210
Helena, Montana 59601

Nebraska
No appointee at this time

Nevada
John McSweeney
Division on Aging Services
of Nevada
Department of Human Resources
Capitol Complex
Carson City, Nevada 89710

New Hampshire
No appointee at this time

New Jersey
James Pennestri
Director
Division on Aging
363 West State Street
Trenton, New Jersey 08625

New Mexico
Virginia Crenshaw
904 Hermosa Drive, N.E.
Albuquerque, New Mexico 87110
and
Lt. Governor Roberto Mondragon
State Capitol Building
Santa Fe, New Mexico 87503

New York
Jane Gould
State Office for Aging
Empire State Plaza
Agency Building 2
5th Floor
Albany, New York 12223

North Carolina
Nathan Yelton
Assistant Secretary for Aging
Department of Human Resources
708 Hillsborough Street
Raleigh, North Carolina 27611

North Dakota
Anna Powers
Leonard, North Dakota 58052

Northern Mariana Islands
No appointee at this time

Ohio
Martin Janis
Executive Director
Commission on Aging
50 West Broad Street
9th Floor
Columbus, Ohio 43215

Oklahoma
Roy Keen
Director
Special Unit on Aging
Room B-12A
Will Rogers Building
Oklahoma City, Oklahoma 73105
and
Delbert Cravens
Senior Administrative Assistant
State Capitol
Oklahoma City, Oklahoma 73105

Oregon
Robert Zeigen
Office of Elderly Affairs
722 Commercial Street, S.E.
Salem, Oregon 97310
and
Rev. Walter McGettigan
Chairman
Commission on Aging
6859 N.W. Kaiser
Portland, Oregon 97229

Pennsylvania
Gorham L. Black, Jr.
Secretary
Pennsylvania Department
on Aging
Room 307
Finance Building
Harrisburg, Pennsylvania 17120

Puerto Rico
Jenaro Collazo-Collazo
Secretary of Social Services
Box 11398
Santurce, Puerto Rico

Rhode Island
Anna M. Tucker
Director
Department of Elderly Affairs
79 Washington Street
Providence, Rhode Island 02903

South Carolina
Harry R. Bryan
Executive Director
Commission on Aging
915 Main Street
Columbia, South Carolina 29201

South Dakota
Carole J. Boos
Office on Aging and
Adult Services
South Dakota Department of
Social Services
State Office Building
Illinois Street
Pierre, South Dakota 57501

Tennessee
Lewis Lavine
State Capitol
Room G4
Nashville, Tennessee 37219

Texas
Chris Kyker
Director
Governor's Committee on Aging
8th Floor, Southwest Tower
211 East 7th Street
P.O. Box 12786
Capitol Station
Austin, Texas 78711

Utah
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Salt Lake City, Utah 84110

Vermont
Harry Schumacker
Acting Director
Office on Aging
Agency of Human Services
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Charlotte Amalie
St. Thomas, Virgin Islands 00801

Virginia
Wilda Ferguson
Director
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Washington
Charles E. Reed
Director
Washington State Bureau
on Aging
Department of Social and
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Mailstop OB-43G
Olympia, Washington 98504

West Virginia
Raymond Lienbach
Executive Director
West Virginia Commission on Aging
c/o Holly Grove
Capitol Complex
Charleston, West Virginia 25305

Wisconsin
Douglas Nelson
General Program Administration
Division of Community Service
Room 700
One W. Wilson
Madison, Wisconsin 53702

Wyoming
Stanley Torvik
Office of the State Planning
Coordinator
2320 Capitol Avenue
Cheyenne, Wyoming 82002

Sadie T. M. Alexander,
Chairperson
Jerome R. Waldie,
Executive Director
Ghita Levine,
Director of Public Affairs
Marlene L. Johnson,
Writer

Dear Friends,

Since my appointment as Executive Director of the White House Conference on Aging began nearly four months ago, I have had the opportunity to meet with many of you individually and at your conferences and meetings to discuss the process of the White House Conference.

Our objectiye has been to devise a Conference that will involve as many Americans as possible through grass roots community forums, hearings and other local, state and regional activities in the decisions on aging policy that will issue from this important event.

We seek to ensure that this Conference represents all segments of our society--paying particular attention to those numbers of Americans who have for too long been neglected and who now need special consideration so they can enjoy all the benefits and utilize all the opportunities that America has to offer its elders.

In the months ahead, I will make every effort to meet with as many groups and individuals as is humanly possible. I eagerly seek your ideas and when we do meet would like to hear your views on the major issues facing older Americans.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

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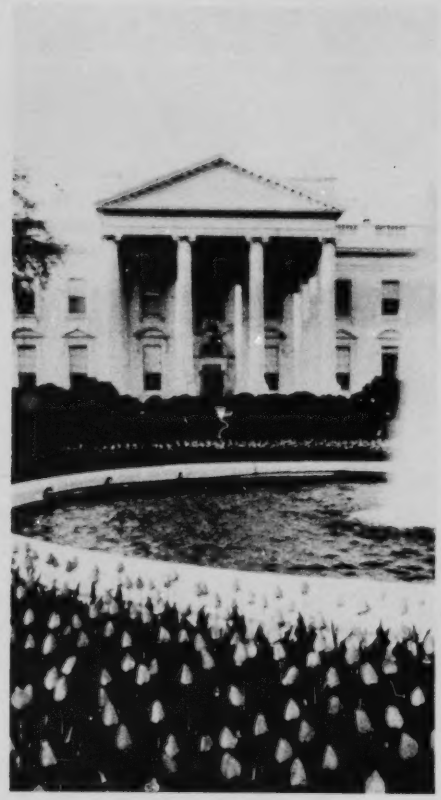

report from the White House Conference on Aging

Number 2
May 1980

New York kicks off nationwide White House Conference on Aging activities

NEW YORK --The first of the thousands of nationwide community forums officially launched the White House Conference on Aging in New York City on Thursday, May 1.

Helen Hayes, first lady of the American theater and a member of the White House Conference on Aging Advisory Committee was the keynote speaker at a city hall gathering attended by some 200 persons.

"Old is quite fashionable these days...even more fashionable is to be old and involved." Ms. Hayes said. "Whether it's in the arts, in your own chosen field or

Mayor Koch and Helen Hayes

From left, Lou Giesse, Ernesto Martinez, Mrs. Sara-Alyce Wright, Mayor Koch, Helen Hayes, Dr. Robert Weaver, and Janet Sainer.

in community service to others, older people have worthy contributions to make," she told the enthusiastic crowd.

Ms. Hayes noted that she and other senior adults at the gathering are living proof that "we count as vital contributing citizens of our society."

Other distinguished New Yorkers who attended the 11 a.m. ceremony included Ernesto Martinez, executive director of the East Harlem Tenants Council, Dr. Robert Weaver, former secretary of Housing and Urban Development and Mrs. Sara-Alyce Wright, executive director of the U.S. Young Women's Christian Association.

Mayor Edward I. Koch kissed Ms. Hayes after the actress gave him a flower and made him an honorary senior citizen, then paid tribute to older New Yorkers by proclaiming May as Senior Citizens month. "Senior Citizens month this year will mark the beginning of a series of events providing the elderly with an opportunity to tell it like it is and tell it like it ought to be, so that the New York City Department for the Aging can carry their message to the planners of the 1981 White House Conference on Aging," Mayor Koch said.

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Ghita Levine, Director of Public Affairs

Written by Marlene L. Johnson

Other speakers included Janet Sainer, Commissioner of the New York City Department for Aging and Lou Glasse, Director of the New York Office on Aging. The voice of senior citizens is important and is a voice that is listened to by city officials, legislators, and will be listened to by WHCOA delegates, Commissioner Sainer said. Ms. Glasse noted that limited resources and expanding inflation are creating more needs for older persons. "New priorities and new directions must be considered as we develop our program and policy for the 1980s," she said.

Meanwhile, some 400 persons are expected to attend an all-day conference sponsored by the Federation of Jewish Philanthropies on May 15.

The all-day meeting, to be held at the new headquarters of The Jewish Association for Services for the Aged, will be divided into workshops in the afternoon to deal with the quality of life for the Jewish elderly. Specifically, the workshop topics include family, housing, maintaining the aged in the community, continuing education, religion, spiritual life, income maintenance, health, new roles in second careers, environment, the law, continuum of care, and education for service.

Professor Robert Morris of the Florence G. Heller School of Social Work at Brandeis University will be the keynote speaker. Ghita Levine, Director of Public Affairs for the White House Conference on Aging will bring greetings.

Panelists include Janet Sainer, Commissioner of the New York City Department for Aging and Marie Kalish, spokesperson for senior citizens in New York's Jewish community. Other participants include Matilda Salpeter, a tenant in an apartment house for the aged, Mildred Block, volunteer at one of the homes for the aged, Lawrence Matloff, director of the Self Help Community Services, and Manachem Shayovich, president of the Metropolitan New York Coordinating Council on Jewish Poverty and special assistant to Governor Hugh Carey.

Dr. Harold Sheppard

President Carter has appointed Harold L. Sheppard, of Bethesda, Maryland, as Counselor on Aging. He replaces Nelson Cruikshank who resigned. Dr. Sheppard assumed the post May 1.

Dr. Sheppard has been senior research fellow and director of The Center on Work and Aging at the American Institute for Research in Washington, D.C. since 1975.

He was born April 1, 1922, in Baltimore, Md. He received an M.A. degree from the University of Chicago in 1945 and a Ph.D. degree from the University of Wisconsin in 1948.

From 1947 to 1959, Dr. Sheppard was an associate professor of sociology at Wayne State University. He was staff director of the U.S. Senate Special Committee on Aging from 1959 to 1961. From 1961 to 1963, he was assistant administrator for operations at the Commerce Department's Area Redevelopment Administration. From 1963 to 1975, he was a staff social scientist at the W.E. Upjohn Institute for Employment Research, where he dealt particularly with older Americans in the work environment.

The White House Conference on Aging looks forward to working closely with Dr. Sheppard.

Community forums spring up across the nation

White House Conference on Aging activities get underway officially this month as celebrities, civic leaders, aging specialists and just plain folk meet in their various communities to discuss key economic and social issues confronting older Americans.

Thousands of community forums will take place from May through September in homes, churches, senior centers, and college campuses in urban and rural communities across the nation. The forums, which could attract from a few persons to thousands in each community, are meant to provide local citizens of all ages with the chance to meet publicly and discuss issues of importance to the elders in their particular locale.

White House Conference on Aging officials believe that these discussions will help sensitize persons in all age groups to the current status of older citizens within their communities and will foster better planning for the future when a larger percentage of residents will be older Americans.

States which have scheduled several community forums during May include Arkansas, Colorado, Connecticut, Florida, Illinois, Kentucky, Maryland, Nebraska, New Hampshire, New York, Rhode Island, South Dakota, Texas and Vermont, to name a few.

Rhode Island seniors get a special lift to forums

PROVIDENCE, R.I. --A special red, white and blue bus with "White House Conference on Aging" emblazoned across the outside is being used to carry senior adults to community forums all over Rhode Island this month.

The 50-passenger bus, which is also inscribed with words expressing the major concerns of the elderly, such as "economics," "employment," "housing," and "senior centers," will be used to transport the elderly to forums in 8 areas of the state. Program coordinators in the Department of Elderly Affairs say the bus will be used as

extensively as necessary to get seniors to the forums.

The bus was donated to the Department of Elderly Affairs by the Rhode Island Public Transit Authority, and was christened on May 9 by Gov. J. Joseph Garrahy. Spokespersons for the Department of the Elderly Affairs say it will be used for all events up to the time of the national conference in December 1981.

The forums, which will focus on health care, housing, retirement, employment and other issues, are being coordinated by the Governor's Advisory Committee on Aging in cooperation with the Department of Elderly Affairs.

Baltimore seniors gather at new convention center for pre-White House Conference on Aging

BALTIMORE, Md. —Some 850 senior citizens will be bused to to Baltimore's new Convention Center on May 20 for Baltimore City's pre-White House Conference on Aging in honor of Older Americans Month.

The event is expected to attract a total of 1,000 persons and is sponsored by the Baltimore City Commission on Aging and Retirement Education, and the Baltimore City Senior Center Directors' Council. The Council sponsors the annual Salute to Seniors.

Baltimore City's Mayor William Donald Schaeffer will open the day's activities followed by Senator Paul Sarbanes. Jerome R. Waldie, executive director of the White House Conference on Aging will be the keynote speaker and the morning session includes workshops led by persons with expertise in transportation, senior centers, housing, advocacy, in-home care and health care/health costs.

Dr. Rafael L. Cortada, president of the Community College of Baltimore will be the luncheon speaker. "Eating Together in Baltimore," the federal nutrition program for the elderly, will provide the lunch.

Recommendations coming out of the workshops will be submitted to the state, then to the Conference on Aging. 5

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Massive turn-out at Ft. Lauderdale for Salute to Seniors

FORT LAUDERDALE, Fla. --The 8th Annual Salute to Seniors at the War Memorial in Ft. Lauderdale attracted an estimated 2,600 seniors for an afternoon of entertainment and speeches in celebration of Older Americans Month.

Speakers included Jerome Waldie, executive director of the White House Conference on Aging, and Robert Benedict, Commissioner on Aging. Co-sponsors were the Broward County Area Agency on Aging directed by Dr. Nan Hutchison, the City of Ft. Lauderdale and the Area Wide Council on Aging.

Two unique and exciting events led up to the May 4 Salute to Seniors--a senior tennis tournament and a special olympics. Participants in the 3rd Annual Tennis Tournament for senior adults were all 60 years old or older and competed in men's and women's singles and doubles. Tennis pro Jim Evert, father of Chris Evert Lloyd, ran the tournament which was sponsored by the Ft. Lauderdale Department of Recreation.

A 63-year old jogger lit a torch signaling the start of the senior olympics held in Margate. The olympics

event was co-sponsored by the Northwest Multi-service Senior Center and the Margate Parks and Recreation Department.

Older Americans Month and Senior Citizens Day

A PROCLAMATION

by the President of the United States of America

Each year since 1963, the month of May has been designated as our Nation's special time for both honoring our older citizens and assessing their present needs. It is my deep belief that not only the form, but the *meaning*, of that tradition must be observed throughout America.

Since I became President, my Administration has worked hard—and successfully—to improve the quality of older persons' lives by enhancing their physical and material security and by providing greater opportunities for them to continue utilizing their skills and experiences.

We have firmed up the financial base of the Social Security system and are continuing to monitor closely the revenue needs of this most fundamental social program.

We have worked with the Congress to pass the Older Americans Act, which will unify and improve the administration of services.

We have pressed for stronger laws to protect older people against discrimination in the job market and in the allocations of Federal resources, and we have streamlined the enforcement of those laws. We have also taken the initiative to end age discrimination in employment opportunities.

However, significant changes are taking place in our population which raise new issues, and highlight new aspects of existing issues. A decline in the birth rate, along with improvements in health care, are moving us toward a society in which more Americans, and a higher proportion of Americans, will be older. The implications of this gradual but certain shift will be felt by all segments of society.

Answers must be found to a host of questions which have just begun to be asked, let alone resolved.

- How can America be assured that the talents, creativity and experience of its older citizens are adequately tapped through opportunities for salaried employment, self employment and work as volunteers?
- How do we identify and support more policies, both public and private, which further the independence and dignity of older people?
- How can we target resources to meet the health and social needs of older persons with special problems, without perpetuating the myth that most elderly are frail or helpless?
- How can we expedite the transfer of new knowledge from the remarkable advances of biomedical, social and behavioral research?
- How can we focus public policy on the needs and resources of the elderly?
- How can we assure that elderly members of minority groups are full participants in America's progress on behalf of the aged?
- What is the proper role of government at federal, state and community levels in assuring services and opportunities for older citizens, while encouraging the work of private organizations and the caring support of families?

Now is the time to renew a national discussion on these and related issues, through local, state and regional meetings leading up to the White House Conference on Aging in 1981. The forums must involve Americans from all segments of our society: business, labor, educational, cultural, religious, political and community leaders; specialists working with the aged; and, most important, older people themselves.

I therefore urge that community forums be held throughout the Nation during May, to begin the process which will culminate in a thoughtful, productive and enduringly beneficial White House Conference in 1981.

NOW, THEREFORE, I, JIMMY CARTER, President of the United States of America, do hereby designate May 1980 as Older Americans Month. I ask all Americans to participate in the activities and discussions marking this special period, so that America can be strengthened and enlightened by the result. I further designate May 8, 1980, as Senior Citizens Day in honor of older Americans.

IN WITNESS WHEREOF, I have hereunto set my hand this ninth day of April, in the year of our Lord nineteen hundred eighty, and of the Independence of the United States of American the two hundred and fourth.

Jimmy Carter

The highlight of the Salute was the induction of eight seniors into the Broward County Senior Hall of Fame. The inductees, nominated by various civic groups, clubs and individuals, were: Irma Allen, Commander Harry T. Black, Moe Katz, Ida Kostoff, David Lawrie, Fred Mason, Veto Malfi and Leonard Weisinger.

Special awards were presented to five persons, including 101-year-old Camille Bryan, whose recreation includes dancing, and going to the races; and to Sheriff Robert Butterworth, for instituting an educational elderly antivictimization program.

"It must be borne in mind that the tragedy in life doesn't lie in not reaching your goal. The tragedy lies in having no goal to reach. It isn't a calamity to die with dreams unfulfilled, but it is a calamity not to dream. It is not a disaster to be unable to capture your ideal, but it is a disaster to have no ideal to capture. It is not a disgrace not to reach the stars, but it is a disgrace to have no stars to reach for. Not failure, but low aim is sin."

Benjamin Mays
President-Emeritus,
Morehouse College
Member,
White House Conference
on Aging
Advisory Committee

Actress Ruth Gordon, an inspiration for all ages

Ruth Gordon is a poster "girl." But she's no ordinary poster girl. At 83, a noted stage and screen actress, she continues to be in demand for movie roles, and is currently involved in a new Clint Eastwood movie, and a new Monty Python movie in which she plays the wife of an ogre. An author, too, her new book, Ruth Gordon: An Open Book, (Doubleday) just hit the stands.

It is this vitality which led to her selection as the subject on the initial poster for the 1981 White House Conference on Aging. The posters are being distributed throughout the country by both the White House Conference on Aging and the Administration on Aging during Older Americans Month.

Ruth Gordon Jones was born in Wollaston, Mass where she spent the first 17 years of her life. On Dec. 3, 1942 in Washington, D.C. she married Garson Kanin, famed author, playwright and producer, 17 years her junior. She has a formula for success that apparently works. The three key elements to her formula for success are imagination, talent, and indestructibility. Ruth Gordon, the actress is indestructible. Her stage and screen career has spanned 60 years.

She was 72 when she won her first Oscar. That was for her role in Rosemary's Baby.

"I can't tell you how encouraging a thing like this is. Nobody gets too old to be encouraged," she said on that occasion.

D.C. honors active elders for community service

WASHINGTON, D.C. --The District of Columbia will recognize some 25 active Older Americans for outstanding community service on May 21 during the District's kickoff to the White House Conference on Aging.

The theme of the 16th annual senior citizens' day observance, co-sponsored by the Senior Citizens Clearing

House Committee of D.C., Inc., and the D.C. Office on Aging, is "Learning More--Living Better."

Mayor Marion Barry will deliver the keynote address during the three-hour event which will be held in the Department Auditorium. Participants will be informed of the White House Conference on Aging delegate selection process and informational exhibits on social security, supplemental security income, employment, health care, energy conservation and recreation will be on display.

The highlight of the meeting will be a ceremony honoring more than two dozen individuals over age 60 who have offered a service to the nation's capital for which there is a real need. Among those whose contributions are being recognized, perhaps for the first time, are Ms. Ruth Haugen, of the League of Women Voters, Rev. Dr. Ching Chung Hung of the Chinese Community Church and Sylvester Green of the Phillip T. Johnson Senior Center, in northeast D.C.

Do you know of an interesting older adult who would be the subject of a good human interest story? If so, we invite you to submit names and ideas to the White House Conference on Aging Report. Our editors want to take a look at what you send us with a view to publishing profiles on senior adults. We also would welcome any black and white photos of good quality that go along with your story.

Ruth Haugen has been active in the nation's capital since her arrival here following her retirement from a four-decade long career as a social worker.

Ms. Haugen, who reluctantly admits to being 75, is serving her third term as an Advisory Neighborhood Commissioner.

"Once you tell people your age they treat you like you are old and I don't feel like an old person," Ms. Haugen told Wilma C. Martin, Chairman of the D.C. League of Women Voters Committee on Aging.

Mrs. Martin describes Ms. Haugen as a dynamic, lively and energetic woman who is tiny in stature but who seems to have an unlimited store of information because of her social work background and familiarity with the ways in which social services are provided.

Sylvester Green, 78, is one of the oldest members of the Phillip T. Johnson Senior Center in the Northeast

In an interview in the April edition of Psychology Today, Dr. Bernice Neugarten, member of the WHCOA Advisory Committee said that chronological age is becoming a poor predictor of the way people live.

"An adult's age no longer tells you anything about that person's economic or marital status, style of life or health. It no longer surprises us to hear of a 22-year-old mayor, a 70-year-old college student, or a 55-year-old man becoming a father for the first time," Dr. Neugarten said.

Dr. Bernice Neugarten

section of the District of Columbia. But that doesn't stop Mr. Green, one of the organization's founders, from helping others. He uses his car to drive the elderly to and from doctor's appointments, meetings and shopping.

Mr. Green, a deacon at the Mount Gilead Baptist Church, also takes care of his wife who is a victim of multiple sclerosis.

Rev. Dr. Ching Chung Hung came to the nation's capital from Detroit in 1935 to start the Chinese Community Church.

The 77-year-old Rev. Hung, an educator and pioneer leader, consolidated the Chinese community in the D.C. area at a time when very few Chinese were well educated.

Rev. Dr. Man King Tso, current Minister of the Chinese Community Church described Rev. Hung as a leader with a unique concern for the well-being of the entire Chinese community. What he does, Rev. Tso says, is not done for personal gain. Rev. Tso pointed out that many Chinese, though very wise, diligent and financially well off, do not contribute to the community, but only to themselves.

"Here is a person who has the vision to give direction for the whole community," he said of Rev. Hung.

Letter from the Director

Dear Friends:

Recently I spent several days in Hawaii, meeting with Shimeji Kanazawa, White House Conference on Aging state coordinator and her colleagues Renji Goto, director of the State Unit on Aging and Ethel Mori, Ms. Kanazawa's vice chairman. We met with the Governor, the legislature and each of the four mayors in Hawaii. And we visited the neighboring islands of Kauai Maui and Hawaii. I was thoroughly impressed with the extent of the organization underway for the WHCOA and was particularly

pleased with the enthusiastic reception given me by the numerous senior groups we visited.

The first event of the Conference, namely the May forums, are well underway in Hawaii.

During that Hawaiian visit I met with the representatives of the Trust Territories in Honolulu on their return from an Administration on Aging Conference in San Francisco. That meeting reinforced my understanding of the diversity of this country's people and of the diversity of problems they mutually experience. A case in point involved a discussion of problems confronting mainland Pacific-Asians and the Islanders in the matter of transportation for the elderly. Transportation for the urban elderly mainlander, it was pointed out, revolves around public transportation systems and fares. However, for the islanders, the issue involves outboard motors and canoes!

Clearly, this points out the importance of a national Conference designed to produce nationwide policies that are sufficiently flexible to accommodate the vast differences in our nation's people and experiences.

It also dramatically demonstrates that some of our population, particularly the minority communities, need special and careful review of their unique problems and that more attention to better solutions is imperative.

Enroute to the nation's Capital, I stopped for a day's visit with John McSweeney, director of the Nevada Division for Aging Services and WHCOA coordinator. We discussed Nevada's plans for the White House Conference and John shared with me an informative 6-page document he prepared about Nevada's plans. This is an excellent example of the careful, early attention that Nevada is giving to the White House Conference.

Under Mr. McSweeney's leadership Nevada is well along in identifying and planning the Community Forums and has scheduled 25 for the month of May.

Meanwhile, we have been meeting with the staffs of the House and Senate aging committees on a regular basis to share our ongoing plans and to receive their advice and suggestions. E. Bentley Lipscomb, staff director of Senator Chiles' Special Committee on Aging, and Charles Edwards, staff director of Congressman Claude Pepper's Select Committee on Aging have been particularly helpful in organizing these meetings for us.

The reports on aging issues made by the House and Senate committees have been valuable to us as we prepare background papers on the issues of the White House Conference.

Finally, we want to take this opportunity to thank Congressman Elwood "Bud" Hillis, of Indiana and his administrative assistant Donna Norton for their assistance in involving the congressional senior intern program as part of our delegate selection process. Though delegate selection is still not finalized, the congressional senior intern program appears to be an increasingly attractive part of that process. Some 170 congressional offices now participate in the senior intern program and we hope more will become involved so their delegate to the White House Conference will have the additional experience of having been a senior intern.

In the next few weeks I plan to visit the states of Florida, Pennsylvania, New York, Illinois, Maryland, Kentucky, California and Kansas. In my next report I will share with you the progress made in those states.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

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report from the White House Conference on Aging

Number 3, June 1980

Mini-conferences: Special forums for special groups

Many specialized issues related to aging could be obscured in the formal process that leads to the 1981 White House Conference on Aging unless given special attention.

Because of this, the Conference process has been designed to include several so-called mini-conferences to permit an intensive examination of particular national issues from the unique perspective of certain groups and to increase the visibility of these issues.

An example is the impact of aging upon the minority elderly. It is clear that certain minority groups have particular problems and that their responses and needs frequently differ from those of the "majority" community.

Flemming receives Andrus Award at AARP Convention

Dr. Arthur S. Flemming, deputy chairperson of the 1981 White House Conference on Aging and Chairman of the U.S. Commission on Civil Rights, has received the Andrus Award from the American Association of Retired Persons.

Dr. Flemming is the second recipient of the award named in memory of Dr. Ethel Percy Andrus, the Association's late founder. The Award is given every two years in recognition of persons who have made outstanding contributions on behalf of older citizens. Dr. Flemming was honored at a special dinner on Wednesday, June 11, during the AARP's Biennial Convention in Phoenix, Arizona.

Dr. Flemming has dedicated nearly 40 years to federal service. He was chairman of the 1971 White House Conference on Aging and is immediate past Commissioner of the Administration on Aging. From 1958 to 1961 Dr. Flemming served as Secretary of the U.S. Department of Health, Education and Welfare.

Other federal posts which he has filled include Director of the Office of Defense Mobilization and member of the War Manpower Commission.

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

This distinction first surfaced during the 1971 White House Conference on Aging in Washington where minority delegates were belatedly assigned to special concerns sessions to discuss their particular issues. This response to the special problems faced by the minority elderly was somewhat ad hoc and, at best, permitted a venting of some frustrations but allowed little in-depth examination of the issues and provided no real opportunity for the views of the minority elderly to impact on the other delegates at the Conference.

In order to avoid this pitfall, the 1981 White House Conference has designated certain organizations as convenors of mini-conferences which will serve as forums for addressing these issues. The four minority issue mini-conference convenors are: The National Center on the Black Aged; the Asociacion Nacional Pro Personas Mayores; the National Indian Council on Aging; and the National Pacific Asian Resource Center on Aging.

Each of these organizations will invite similar community organizations to participate in planning and conducting their particular mini-conference.

Although not all the details have been worked out, most of the mini-conferences on the minority elderly will be held late in 1980.

The first, a mini-conference on the American Indian elderly, is scheduled for September 8-10 in Albuquerque, New Mexico. The theme of the three-day conference is "A New Decade--May the Circle Be Unbroken."

The National Center on the Black Aged has scheduled three two-day mini-conferences in Detroit, New Orleans and Los Angeles, October through December.

A three and a half day mini-conference on the Hispanic elderly is tentatively scheduled for the last two weeks in October.

The National Pacific Asian Resource Center on Aging is planning to hold its mini-conference January 15-16, 1981 in San Francisco, California.

All convenors have total independence in their examination of WHCOA issues. Their results will be forwarded to the states, to our Technical Committee and to each delegate.

Treatment of these issues in this innovative manner will assure wider visibility to these special concerns and needs and, hopefully, a greater understanding by the delegates who ultimately will be making Conference decisions.

In addition to minority elderly issues, we have selected certain other major issues for special treatment and are considering additional requests.

Issues affecting older women will be explored at a symposium sponsored by the Older Women's League Educational Fund and Western Gerontological Society.

Rural elderly issues will be examined at a series of mini-conferences sponsored by Green Thumb, a part of the National Farmers Union.

Four national organizations--the American Psychological Association, the American Nurses Association, the National Association of Social Workers, and the American Psychiatric Association--all have agreed to sponsor jointly a mini-conference on the mental health needs of older Americans.

A transportation mini-conference will be conducted, at our request, by the Institute of Public Administration and Florida State University October 9-11 in Orlando.

We have also endorsed a variety of other potential convenors for similar examination of housing, spiritual well-being, health care, private sector involvement, urban elderly, ethnic elderly and others. ■

WHCOA Advisors get "Prime Time"

White House Conference on Aging Advisory Committee members Nancy Hanks and Morrison Beach recently told a nationwide radio audience about some of the important issues faced by today's older citizens.

Ms. Hanks, a member of the Board of Directors of Continental Oil Company and former chairman of the National Endowment for the Arts, and Mr. Beach, Board Chairman of the Travelers Insurance Company, were interviewed on the Prime Time radio show which aired on 470 stations Sunday, May 25.

Prime Time is a six-year-old weekly radio show, hosted by Thea Marshall, which focuses on issues of interest to older persons.

Mr. Beach stressed that more and more business people realize that they have a great responsibility to give time, advice and substance to important issues that are developing in this country. Among the important issues which he feels the Conference should address are economic growth, and the production of sufficient goods and services "so that people who are working can really support the people who are retiring at a very comfortable level."

Ms. Hanks said she sees the White House Conference on Aging as a great opportunity to stimulate discussion and to bridge the communications gap between different age groups.

Elderly Iowans sound off about their concerns

Starting with a "welcome home" to a celebrated gerontologist, the Governor's Conference on Aging in Des Moines, Iowa, was a dynamic kick-off to the kind of active dialogue and involvement which will lead to a successful White House Conference on Aging at the end of 1981.

During the three-day conference, which brought Dr. Wilma Donahue back to her home state, participants brainstormed issues as technical as Social Security changes and literally hundreds of elderly Iowans joined in a healthy "Sound Off" about their concerns.

Dr. Donahue, renowned gerontologist and first director of the famous University of Michigan Center of Gerontology, was honored for her international achievements by her home state with a plaque shaped like the map of Iowa and presented by former Governor Robert Blue.

Dr. Donahue, a native of Mitchellville, once taught school in rural Iowa. At age 20 she headed east, earned a doctorate degree in psychology at the University of Michigan and helped found the fledgling field of gerontology. Ten years ago she became director of the International Center of Social Gerontology in Washington D.C., at the age of 70.

Other speakers at the conference, held in a spacious suburban Des Moines motel, included Ghita Levine, director of public affairs for the White House Conference on Aging who spoke about the whole conference planning procedure and how the communities had a large role to play.

Also addressing the mixed rural and urban gathering of retired teachers,

(continued on page 5)

Mini-conference will explore aging in rural America

A major effort to identify the problems of the rural elderly through a series of intensive mini-conferences in fall 1980 is now on the drawing boards of the U.S. Department of Agriculture, the National Farmers Union, Green Thumb and the 1981 White House Conference on Aging.

Issues of special concern will be explored in detailed workshops in at least five locations in order to gather the broadest viewpoints from the elderly living in all parts of rural America--small towns, farms, coal mining regions, Indian reservations and mountain communities. In addition, there will be numerous smaller community forums around the nation.

The Congressional Rural Caucus, chaired by Congressman Wes Watkins of Oklahoma, has asked its members to encourage participation by the elderly in their communities.

Other groups involved include the Farmers Home Administration Extension Service, the National Rural Center, National Grange, Rural America, universities, community colleges, state, local and county governments, American Indian groups and the Appalachian Regional Commission. The goal is to reach out to 7.3 million rural elderly so they can define their needs directly and participate in the Conference.

This will be the first White House Conference on Aging to target special attention to this group.

Employment, transportation, health care and energy costs are some of the issues that impact hard on rural Americans because of their geographical isolation and the lack of services and job options outside of metropolitan areas. A layoff in a small single-factory town can force early retirement because no other employment exists in the vicinity.

Rising energy costs force many rural elderly who live alone into just one room during the winter. Those who cannot continue to live alone must move in with families

farmers and plain city folk, was gerontologist Dr. Woodrow Morris of the University of Iowa at Iowa City. He urged the audience to "persevere in getting programs that will aid them," cautioning that planners often don't necessarily consider what's best or most wanted by the region's own elderly people.

Glenn Bowles, head of the Iowa Office on Aging and planner of the meeting, is also the state's coordinator appointed by the governor to work closely with the 1981 White House Conference on Aging.

because nursing and retirement homes are not readily available.

Healthcare, specialized and routine, can be difficult to obtain because of the rural doctor/nurse shortage. Lack of transportation to clinics, shopping and nutrition programs is a key barrier because 45 percent of rural older Americans do not own cars and public transit is available in only 300-400 towns of the nation's 20,000 with populations of 50,000 or less.

Dates and locations of the rural mini-conferences will be published in this newsletter later this year. ■

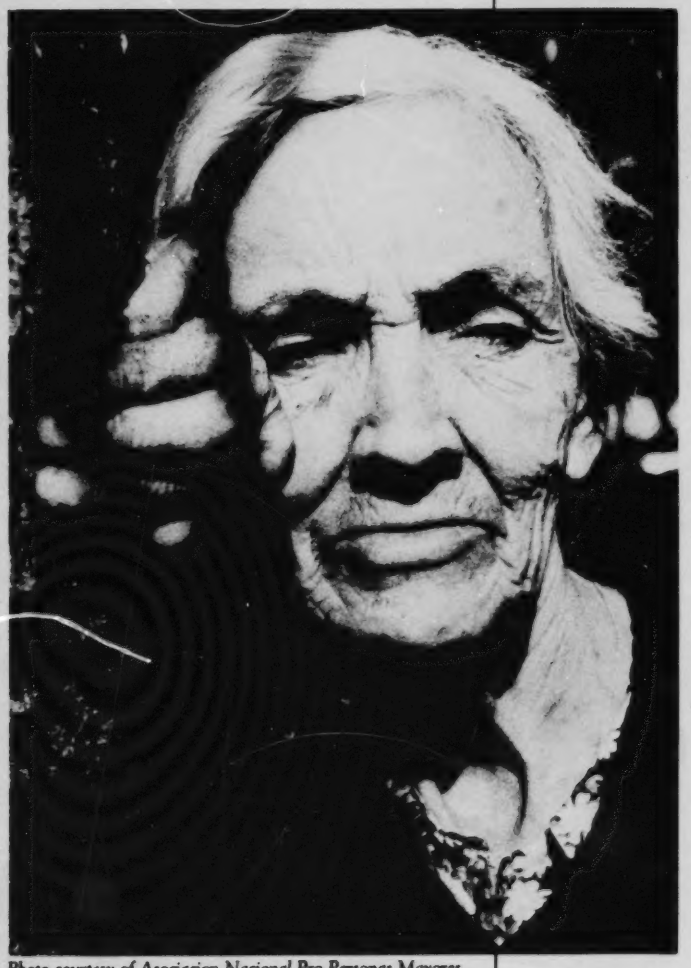


Photo courtesy of Asociacion Nacional Pro Personas Mayores

Mini-conference to focus on the special needs of the Hispanic elderly

Who are the Hispanic elderly? What do we mean when we say Hispanic anyway? The term "Hispanic" which came into frequent use during the last decade, usually refers to Mexican-Americans, Cuban-Americans, Puerto Ricans, persons from the Caribbean, Central and South America and Spain who reside in the United States.

There are approximately 12 million Hispanics living on the U.S. mainland. Of that number, some 1.1 million were age 55 and older in 1978. Another 3.2 million Hispanics live on the Island of Puerto Rico.

The vast majority of Hispanic elderly only speak Spanish, are foreign born, Catholic, inner city residents, married, and suffer from a greater incidence of poverty, poor health, and inadequate housing than the general population. Most elderly Hispanics live with their spouses and less than 10 percent live in an extended family situation. Except for Puerto Ricans in the Commonwealth of Puerto Rico, Hispanics experience a

shorter life span than the general population. Most elderly Hispanics do not benefit equally from entitlement and service delivery programs. Most are in need of culturally and linguistically appropriate services, and many are forced to work beyond age 65 because of financial need.

Photo courtesy of National Council of La Raza

These facts and others present themselves as evidence of the need to focus attention on the unique problems of the Hispanic elderly. To address this need, the White House Conference on Aging has invited the Asociacion Nacional Pro Personas Mayores, under the leadership of Carmela Lacayo, to sponsor a mini-conference on the Hispanic elderly.

The Conference, one of many special mini-conferences for 1980 and 1981, will address issues crucial to the Hispanic elderly, such as: housing; language barriers and access to services; lack of bilingual staff in service agencies; lack of media to inform Hispanics about service and benefit programs; the need for income maintenance; transportation services; and mental and physical health care programs.

"Several studies have shown that Hispanics and Black elderly tend to age earlier than the wider population because they have worked in blue collar occupations. They get sicker sooner and have physical problems more common to older persons," a spokesperson for Ms. Lacayo's group explained.

The October Conference is expected to attract some 300 participants, including representatives from the International Gerontological network in Latin America and South America, especially Venezuela, Columbia and Spain.

Asociacion officials say they will pay expenses of approximately 50 delegates from around the country who might not otherwise be able to attend the conference. These delegates will be selected by Asociacion and Advisory Committee members. ■

President's Commission recommends new universal pension system

The President's Commission on Pension Policy has issued a report suggesting the creation of a universal pension system to supplement Social Security as a source of income for older Americans.

The Commission was established in 1979 to conduct a two-year study of the nation's retirement income policies. Its interim report, sent to the President and Congress May 23, sets long range policy goals that will be forwarded to the 1981 White House Conference on Aging's Technical Committee on retirement income.

In its preliminary recommendations, the Commission pointed out that the lack of broad coverage by other retirement programs means that Social Security continues to provide the sole means of support for more than one-fourth of retired Americans age 65-74.

Less than half of all private-sector workers in the United States, for example, are covered by private pension plans.

As a result, the Commission concluded, serious consideration should be given to establishing a nationwide minimum pension system. That system could take the form of a new tier of Social Security that could contract out to existing public and private pension plans which meet its standards. Or it could be designed as a universal employee pension system with a central clearinghouse, the report suggested.

The Commission also advised that any new pension program be "advance funded" so that current contributions be set aside to pay for future benefits. This contrasts with the present "pay-as-you-go" Social Security system where current funds are used to cover current benefits.

For a copy of the interim report, contact President's Commission on Pension Policy, 736 Jackson Place, N.W., Washington, D.C. 20006 (202)395-5132. ■

Jarold Kieffer joins White House Conference on Aging staff

In early March, Jarold A. Keiffer joined the White House Conference on Aging as staff director. As such he is in charge of administrative functions and supervises the day-to-day planning and operations under the overall policy direction of Jerome R. Waldie, WHCOA's executive director.

Prior to joining the White House Conference staff, Dr. Kieffer conducted an examination of job policies in both the public and private sector for expanding the work options for persons age 55 and over. This study led to a report entitled "Older Americans: An Untapped Resource," issued in 1979 by the National Committee on Careers for Older Americans.

With a long career in government, Dr. Kieffer formerly served as deputy commissioner of Social Security; as executive officer to Arthur Flemming, when he was Secretary of Health, Education and Welfare; and as Chief of Program Review for HEW. He also has been a professor of public policy and administration at the University of Oregon and taught political science and public administration courses at other institutions.

Letter from the Director

June 1980

Dear Friends:

Over the past several weeks I have attended numerous events in various states furthering the process of the 1981 White House Conference on Aging.

I am most impressed with the enthusiasm both of the organizers of these important events as well as the participants.

There seems to be a great need to speak out firmly and passionately on the policies of our nation as they impact on aging issues. There is an equal passion expressed continuously that much still needs to be done to assure a productive, dignified, and meaningful life for aging Americans.

It is important to note, however, that these meetings have not been predominantly characterized by expressions of anger, bitterness or despair. There is a solid base of aging Americans who express the belief that their lives are, indeed, better than those of their parents or grandparents and that much improvement is due to an increasing national awareness of the neglect of the aged that predominated in earlier years. The primary purpose of the 1981 White House Conference on Aging is to continue to increase that awareness in our nation and to forcibly and effectively bring to the attention of policymakers in the private and public sectors that much remains to be done to reach our goals of dignity, opportunity, and freedom from fear for every aging American.

The Kentucky Conference on Aging was held in Richmond, Kentucky, and attended by more than 500 delegates. Mrs. Fannie Dorsey, the White House Conference Coordinator in Kentucky, emphasized to the delegates that they had an opportunity to impact on the agenda of the White House Conference by their deliberations. The Conference issues discussed in these workshops and the views of the Kentucky delegates will be provided the various Technical Committee and the delegates to the White House Conference.

In Marin County, California there is a unique experiment in education for aging students. The local college has established a separate curriculum for senior citizens that includes their own student body organization. The "college within a college" is named Emeritus College of Marin. I attended a community forum sponsored by the Associated Students of Emeritus College which attracted several hundred student seniors as well as a number of younger students of Marin College.

The President of Emeritus College Associated Students, Samuel Weinstein, reported that the issues of most concern to those in attendance were income, health and housing needs.

Janet Levy, the capable California State Unit Director and the California White House

Conference Coordinator, put together an important conference in Sacramento on housing for the elderly. This conference involved to a substantial degree, the private sector as well as the local and state governmental sectors.

Issues of predominant importance were the financing of elderly housing, the flexibility of governmental planning and the building regulations to accommodate reasonably priced housing, architectural barriers and accessibility of housing to other service needs of aging people.

Kansas held its Governor's Conference on Aging this past month at the Fort Hays State University in Western Kansas.

Mrs. Barbara Sabol, Secretary of the Kansas Department of Aging and Governor Carlin's appointee as the White House Coordinator, organized the Conference. I was particularly impressed with the scope and variety of the issues considered by the delegates and the emphasis on rural problems at this Conference.

It is increasingly clear that the 1981 White House Conference on Aging has substantial organizational opportunity not available to the 1971 White House Conference on Aging. The "national aging network" is much more organized this decade than was the case in 1971. The efforts, skills and knowledge of the Area Agencies on Aging and of the State Units on Aging already have "made a difference" in the capacity of the White House Conference to reach out to the grassroots of America.

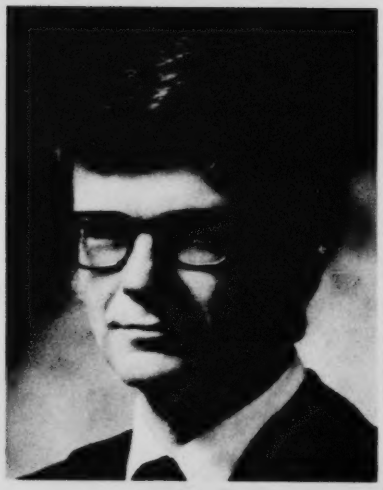
Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Director
White House Conference on Aging

Photo by George W. Hoteso

Jerome Waldie receives a warm "Aloha" from Hawaiian State Coordinator Shimeji Kanazawa.



Dr. Robert Butler

NIA celebrates its fifth anniversary

WASHINGTON, D.C.—Florence S. Mahoney, a member of the 1981 White House Conference on Aging Advisory Committee, was one of four persons who received awards from the National Institute on Aging at its 5th anniversary celebration.

Mrs. Mahoney, who was instrumental in getting legislation passed in Congress which created NIA, was recognized for her work in furthering research on aging. She is a member of the Glenn Foundation for Medical Research and has been a member of the President's Commission on Heart Disease, Cancer and Stroke. Other recipients included Senator Thomas Eagleton and former Congressman Paul G. Rogers, for the enabling legislation which created the National Institute on Aging; and Dr. Nathan Shock, former director of the Gerontology Research Center for his role in getting NIA underway, specifically the Gerontology Center.

The recipients were among 150 persons who attended the two-day scientific meeting held May 29-30 at NIA headquarters in Bethesda, Maryland. Speakers included Dr. Robert Butler, Director of NIA, who spoke on NIA's progress over the five-year period; Dr. Shock, who reflected on the emergence of

(continued on page 11)

Grassroots communities continue dialogue about problems of the elderly

The elders of America are gathering in large and small groups in the nation's cities, towns and villages to talk about their lives--the way things are and the way things ought to be.

- In Wilmington, North Carolina about 400 persons gathered on May 21 to discuss inflation, health, leisure time, nutrition, transportation and other issues.
- A Governor's Conference on Aging in Lincoln, Nebraska attracted 600 persons for an afternoon of discussion on transportation, energy and health. The two-day Conference was held at the Center for Continuing Education on May 19 and 20.
- In New Bedford, Massachusetts, at a community forum May 21, the people opposed taxes on all facets of Social Security and called for broader Medicare coverage. Participants also discussed rising health care costs, the need for senior housing, and inflation. The event was co-sponsored by New Bedford Chapter 1945 of AARP, Inc. and the New Bedford Council on Aging.
- A special county-wide community forum, on May 24 at King College in Union County, New Jersey, attracted 300 elders. The day-long session covered such issues as income and inflation, health, housing and transportation. Senator Harrison Williams (D-N.J.) was the keynote speaker.
- "Getting Older...Getting Better" was the theme of the May 31 forum in Falls Church, Virginia, which attracted 200 persons age 55 and older. Keynote speaker was Bernard E. Nash, former executive director for NRTA/AARP and participants attended workshops on housing, transportation, senior centers, employment, staying well, consumerism, financial matters and recreational activities.
- In Tsaile, Arizona 200 Navajos attended the Navajo

gerontology in the past 40 years; and Dr. Reubin Andres, clinical director of the Gerontology Research Center who talked about normal aging.

Dr. George Martin of the University of Washington at Seattle discussed genetic heterogeneity; Dr. Tamara Hareben of Clark University, addressed the issue of aging in the life course of American society; and Dr. John Beck of the University of California at Los Angeles talked about geriatric medicine and discussed a study which projected the need for geriatricians in the next 20 years.

The National Institute on Aging is part of the fabric of the White House Conference on Aging. The statute authorizing the President to call the 1981 White House Conference directs the active participation of the NIA. In furtherance of that Congressional mandate Dr. Butler has been most supportive and active in planning the conference.

A one-page handout is available for distribution at your community forum. Sponsoring organizations or individuals should contact the local Area Agency on Aging to obtain copies.

National Conference on Aging to discuss issues that affect 14,000 tribal elders. The Conference, held May 19 and 20 at the Navajo Community College, attracted delegates from Colorado, Utah, New Mexico and Arizona. One of the issues raised for discussion was the Bureau of Indian Affairs' role in providing home health services which are channeled to non-Indian populations by community agencies.

- The needs of the handicapped elderly were highlighted in Ottumwa, Iowa by 75 to 82 handicapped seniors who participated in a community forum there.
- At a community forum in Worcester, Massachusetts, the elderly urged legislators to change the system to focus on programs to meet the needs of the aged rather than those determined by politicians. Participants also called for the reduction of the bureaucratic maze so that more funds could be spent on direct services rather than administrative costs; for housing suitable to the needs and incomes of the elderly; and for expanded eligibility in Social Security so older persons would work for adequate pay.
- "Economic Insecurity Facing Elders in the 80s," was the theme of a community forum held May 28 at the downtown Senior Center in San Diego, California. Most of the participants were age 70 and older. Key recommendations included:

  Lower interest rates for elderly home buyers, rent subsidies for low and moderate income elderly, more lower-cost mobile home parks and more senior housing.

  Medicare coverage for physical examinations and health aids such as hearing aids and eyeglasses and medical coverage of the spouses of Medicare recipients age 55 and over.
- Issues of concern to the Black aged were the focus of a community forum held June 26 at the Mount Zion Baptist Church in Philadelphia. The forum was co-sponsored by the Mount Zion Senior Citizens Council and the Philadelphia Council of Elders.
- At McAllen, Texas, about 175 persons--a majority of whom were Mexican-Americans, attended a symposium June 20 on the White House Conference on Aging. ■

President Carter strongly committed to 1981 decennial Aging Conference

In a June 3rd letter welcoming Jerome R. Waldie as the new executive director of the White House Conference on Aging, President Jimmy Carter used the following words to reaffirm his strong support for the Conference's goals:

"I am delighted that you have assumed the position of Executive Director of the 1981 White House Conference on Aging. The conference will offer an opportunity to highlight for the nation some of the most important issues we confront, and will provide a forum to once again demonstrate the contributions older persons can make to our society. As I have indicated before, the conference will have the full support of both Rosalynn and myself."

Conferencia de la Casa Blanca sobre Ancianos

El día 26 de marzo se llevo a cabo una ceremonia en la Casa Blanca en la cual el Presidente Jimmy Carter recibió a los nuevos miembros del Comité Nacional de Consejeros a la Conferencia de la Casa Blanca sobre Ancianos. La Conferencia tiene la responsibilidad de formular recomendaciones para desarrollar una pòliza comprensiva nacional para los ancianos.

Las actividades de la Conferencia comenzaron en el mes de mayo por todo el país. Cada estado y territorio va a organizar una conferencia sobre Ancianos al nivel estatal que llevaran a cabo desde septiembre del 1980 hasta abril del 1981. La Conferencia Nacional de la Casa Blanca sobre Ancianos que se llevara a cabo en Washington, D.C. desde el día 30 de noviembre hasta el día 4 de diciembre de 1981.

Este buletín tendra otros artículos en español sobre distintos aspectos de la conferencia en otras ediciones de buletín. ■

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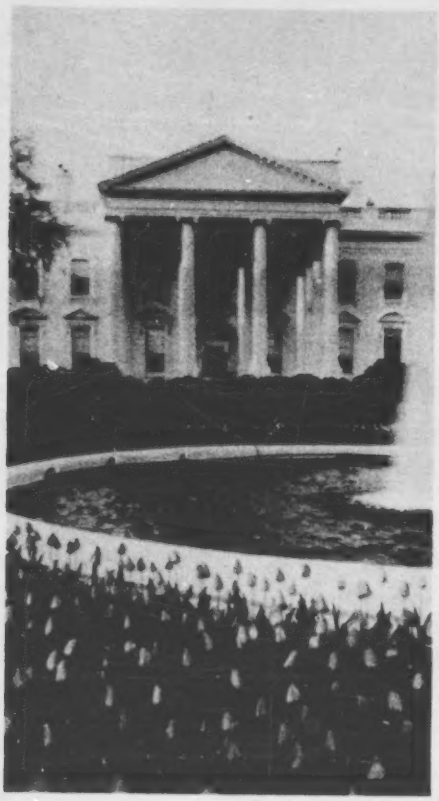

report from the White House Conference on Aging

Number 4, July & August, 1980

Older workers: industry's opportunity

Is American society adjusting quickly enough to the mounting number of older persons able and willing to continue working?

The Work in American Institute suggests that it is not. With detailed proposals, it calls for changes in both attitudes and policies.

The institute's in-depth report has been provided to the 1981 White House Conference on Aging for the information of delegates. It is one of a number of studies on a subject attracting new attention.

ACTION/RSVP Illinois

"New survey data reveal a reversal of recent employee preferences for early retirement, with a majority indicating their desire to continue working past the normal retirement age."

—Work in America Institute

Since Americans' working-life potential has been extended by five to 10 years, hiring, retirement and related practices traditionally applied to persons under 45 now are appropriate for those 50 and over, the institute, a private nonprofit organization, argues. Going further, it proposes that employers design a variety of jobs and work arrangements for older people. These could include part-time positions, job sharing and flexible time schedules. Employees staying on past 65 not be expected to accept less than their younger fellow-workers in health coverage, vacations, sick leave and other benefits, while more flexible benefit arrangements should be developed for those choosing part-time work.

An employer opening a new plant or office, the institute says, should try to train current employees, including older ones, before going outside to hire a work force.

Another study, by the U.S. Labor Department Office of Research and Development, cited evidence that discrimination against older workers continues more than 10 years after passage of the Age Discrimination in Employment Act.

The Labor Department monograph, Employment-Related Problems of Older Workers, also said that employers, now in most cases prevented by law from requiring employees under 70 to retire merely because of age, will have to develop more objective criteria for determining the employability of senior workers.

Research findings, it said, indicate that older workers score as high as their juniors in job performance and productivity. But it said employers appear still to be largely ignorant of such recent research.

Another finding was that much early retirement is not voluntary. In one survey by Social Security, 55 percent of men who stopped work between 62 and 65 said they would have worked longer if they could.

All the material in this report is available for reprinting. For additional information or development, please write to the White House Conference on Aging Office of Public Affairs 330 Independence Avenue, S.W. Washington, D.C. 20201 or telephone (202) 245-1920.

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Leon Harper, Associate Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

Management should be encouraged to recall retirees for consulting assignments or temporary work--an economically sensible way to handle seasonal or peak demands.

The Work in America Institute titled its study "The Future of Older Workers in America; New Options for an Extended Working Life." The 18-month inquiry focused on the demographic, social and economic trends expected to emerge in the 1980's.

The number of people in the United States aged 65 or older is projected to increase from about 24 million to more than 31 million in the next 20 years, the report notes. The death rate in the over-65 group has dropped 14 percent in the past decade, resulting in a life expectancy of 15 years at age 65, 10 years at 74.

At the same time, the compilers of the study found indications that the trend of older persons to stop work, which has been growing for decades, now may be slowing and could reverse.

While the study emphasizes steps that could be taken to make work beyond 65 practical and attractive, it opposes suggestions that the Social Security retirement age should be raised. ■

Public wants issues discussed

An invitation to the public to suggest matters for discussion by the 1981 White House Conference on Aging brought hundreds of responses.

Dr. Virginia Boyack, advisor on life planning for the California Federal Savings and Loan Association, Los Angeles, issues the invitation through the publication, Dollar$ense, which carried a coupon with a return address.

Many respondents, however, went on to write letters, enclose clippings and otherwise expand their views.

The demonstrated interest suggests that other organizations might wish to undertake a similar public service project. Dr. Boyack is a member of the Advisory Committee of the White House Conference on Aging.

Rhode Island Department of Elderly Affairs

This special bus transported participants in community forums throughout Rhode Island in preparation for the 1981 White House Conference on Aging.

Mini conference to look at ethnic needs

Older Americans of recent European origin tend to look mainly to family and neighbors of similar background for social and psychological support. Formal services for the elderly, however, are not necessarily organized along neighborhood lines and some ethnic neighborhoods are directly threatened by urban renewal and rehabilitation.

"Aging is a term for a continuous process of growth throughout life."
—Maggie Kuhn, founder of the Gray Panthers

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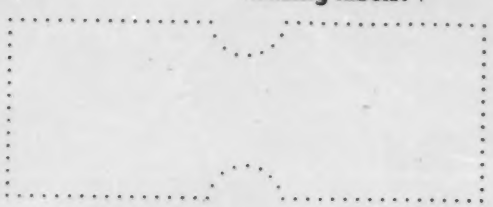

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Accordingly, a forthcoming Mini Conference on Older Euro-Americans is expected to give high priority to discussing possible ways to preserve ethnic neighborhoods and to strengthen and cooperate with the unofficial institutions, such as ethnic organizations, on which the elderly rely.

The gathering, one of several being organized in preparation for the second week in November 1980, is under the leadership of the Catholic University of America Center for the Study of Pre-Retirement and Aging and the National Center for Urban and Ethnic Affairs.

Dr. David Guttman, director of the Catholic University Center, advocates small, multi-purpose facilities located in the neighborhoods and working with and through existing organizations. He said in an interview such facilities could reach many elderly now handicapped by the difficulty of transportation to larger, more remote centers, by unfamiliarity with them and by language barriers.

A study sponsored by the university center among European ethnic groups in the Washington, D.C./ Baltimore, Md., area documented the low use by the elderly of formal supports. Fewer than ten percent used any of the services generally available to the local community, but much more help came from families, neighbors and churches.

Tradition partly accounts for such findings, Dr. Guttman commented, but so does simple lack of information about what is available to the elderly.

The information gathered about the ethnic elderly was further discussed at a symposium cosponsored by the two centers now active in preparing for the mini conference. The symposium was told that "Since the findings of this study have shown that the majority of the ethnic elderly in the study are relatively well-off economically, the support system needed...must enhance the emotional value of their lives."

Leon Harper

Harper named to Conference post

Leon Harper of Los Angeles has joined the staff of the 1981 White House Conference on Aging as Associate Executive Director.

He has had extensive experience in the field of aging, culminating in five years' service as deputy director of the Los Angeles County Department of Senior Citizens Affairs, from which he is now on leave.

The Associate Executive Director acts as a confidential associate and expert adviser to the Executive Director, represents him and speaks with his authority in dealing with governmental units and aging organizations, develops policy proposals and acts as spokesman for the Conference.

Mr. Harper earned a bachelor's degree from Adrian College and a master's in urban studies from Occidental College. Subsequently, as a National Urban Fellow he participated in seminars at Yale University and served an internship in Cleveland, Ohio, where he participated in major projects to improve the city's educational services.

Mr. Harper brings to his new post a wide acquaintance among

(continued on page 7)

The symposium also discussed "displacement...an unwelcome byproduct of an exciting movement toward revitalization of urban neighborhoods."

Ironically, participants said, inner city ethnic areas once considered dowdy may escape the wrecker's ball only to become prime targets for middle-class developers because they contain inexpensive, but sound and reasonably well maintained buildings. Suggestions for helping the elderly remain in their own homes are on the tentative agenda of the mini conference.

Other findings reported to the symposium concerned the special problems of first and second generation American women who grew up under a tradition that put little emphasis on educational and professional opportunities except for men. ■

Specialists help prepare for Conference

Delegates to the 1981 White House Conference on Aging will have had substantial preparation before they convene, through the work of specialized committees now being set up.

Without limiting the delegates' freedom to range over the whole field related to aging, the Technical-Committees are charged with defining major issues certain to come up. They will produce scientific and technical papers to be distributed well in advance to delegates.

Members of each committee now are being appointed by the Secretary of Health and Human Services. Chosen from among nearly 4,000 persons recommended, they bring to their work both professional and lay experience in such fields as gerontology, economics, law, medicine, long term care, minority affairs, private industry, labor, education and religion.

The Technical Committees are on Retirement Income; Employment; Health Services; Health Maintenance and Promotion; Social and Health Aspects; Physical and

organizations interested in aging issues and a record of extensive participation in conferences, workshops, and presentations, including sessions with President Carter and, separately, with Mrs. Carter. He was named to a special task force to develop the Older Californians Act.

Mr. Harper was one of the original founders of the National Association of Area Agencies on Aging, founder and still president of the California Association of AAA Directors, and a member of the Board of Directors of the Western Gerontological Society, the National Caucus on Black Aged, and the National Association of Area Agencies on Aging.

Social Environment and Quality of Life; Older Americans as a Growing National Resource; Research in Aging, and six committees on the Implications of Creating an Age Integrated Society for the Economy; the Educational Systems; the Church, Synagogue and Other Religions; the Family; the Media, and Governmental Structures. ■

Age didn't stop this reporter

The Hutchinson News

Hannah Rosebrook

"You can't stop. You've got to keep going," Mrs. Hannah Rosebrook would say.

She did keep going, as a working newspaper reporter, to age 104.

For 60 years, almost until her death two months ago, Mrs. Rosebrook contributed a weekly column to the Lakin (Kansas) Independent. She was made an honorary member of the Kansas Press Women on her 100th birthday.

Her column was written by pen on ruled paper, in an age when even typewriters are being displaced from newsrooms by sophisticated computer devices. But she went by the unchanging rules of good reporting: check your facts and judge your sources--"You can't always depend on what people tell you. You've got to be careful sometimes. I don't write anything I hear until I find out if it's true or not."

And she met her deadlines except, she said, when the Post Office failed her.

Her column for the weekly newspaper blended area news, weather reports, jokes and comment.

She came to the United States from Sweden at age 12, learned English and other values from McGuffey's readers and reared nine children on a farm during her 50-year marriage.

After she passed the 100-year mark, she answered the inevitable questions by recommending "good, clean, honest work, work you can see results from." ■

The Miami Herald

Ft. Lauderdale: Fred Kellmeyer won his opening round match at the Seniors Tennis Tournament

Mini conferences seek answers for black aged

Older Black Americans make up a disproportionate segment of the poor, and their special problems will be studied at a cross-country series of mini conferences preparatory to the 1981 White House Conference on Aging.

The National Center on Black Aged is now completing plans for gatherings to be held in Detroit in November, Atlanta in December and Los Angeles in January.

"An overriding urgency is the problem in income levels," says Dr. Dolores A. Davis, executive director of the center.

With some 40 other organizations expected to participate, the mini conferences will undertake to define and sharpen issues for consideration at the national conference in December 1981. Many other specialized mini conferences meanwhile will be considering other problems of aging Americans.

"Sixty-eight per cent of minority women living alone, usually the last members of their families—women 75, 80 or older—are the poorest segment of the nation's population. It's not in the headlines; people suffer quietly."

—Dr. Dolores A. Davis, executive director, The National Center on Black Aged

The National Center on Black Aged

Black organization representatives confer with Chairman Claude Pepper of the House Select Committee on Aging.

Elderly abuse is a double tragedy

The horror of elderly abuse is sometimes also a tragedy of aging children pushed to their emotional limits.

This theme ran through testimony at congressional committee hearings in June. House and Senate panels on the aging joined forces to examine the issue, one of those expected to be discussed by the 1981 White House Conference on Aging.

"We need to provide a mechanism to supply resources to families who assume the care of elderly persons," said Dr. Suzanne K. Steinmetz of the University of Delaware College of Human Resources.

Americans are living longer. Women are having children later in life and having fewer children. This means that, more often than formerly, middle-aged parents still financially and emotionally involved in rearing their own children find themselves also solely responsible for one or more members of a preceding generation.

Especially if family problems are already difficult, Dr. Steinmetz said, the additional burden can become "a tipping point with a potential for abuse and neglect." According to one estimate, almost ten percent of the dependent elderly risk physical or psychological abuse.

Other studies showed that a high proportion of those who abused the elderly were under stresses such as alcoholism, drug addiction, poor health or long term financial problems.

Still another study suggests that some elderly parents themselves had, long before, laid the foundation for the violence they suffered. According to this 1980 survey cited at the hearings, when children were treated non-violently the probability they will attack a parent is one in 400, but when their treatment was violent the probability of attack is one in two.

The 36 percent of older Blacks living at or below the poverty line represents a proportion almost three times that of Whites similarly disadvantaged, Dr. Davis said. Moreover, she said, handicaps relating to education, information and availability of health services aggravate their disadvantages.

On the income side, the mini conferences are expected to discuss nationwide minimum standards for Supplementary Security Income (SSI), which augments Social Security benefits for the needy.

"Many Blacks and other minorities do not utilize the services available to them because they do not know they exist," Dr. Davis said.

"We will be calling for education programs relevant to older Black persons and located within areas where they reside. We need education programs through the churches, for example.

"Forms, instructions, announcements are often written at an unintelligible level for under-educated persons. We want those simplified."

Dr. Davis said Blacks are also concerned about such matters as the closing of hospitals in areas where they live and about what they see as the tendency of some hospitals and nursing homes to discourage admission of Medicaid patients because these provide less revenue.

Incentives should be provided for the elderly to be cared for within families or in community-based shelters for small groups sharing a home-like environment, she said, commenting, "This would provide less expensive and better quality care than big institutions."

Some policies appear to discourage such alternatives and even to relegate too many aged Blacks in their final years to state mental institutions for lack of better arrangements, Dr. Davis said. This whole tendency, she said, "is contrary to the extended family structure prevalent among Black or other minorities." ■

Letter from the Director

July 1980

Dear Friends:

The voices of the nation's elderly are being raised forcibly and effectively in the local Community Forums throughout the country. Literally thousands of these grass-roots meetings will be held through the summer and early Fall and tens of thousands of people are participating in the Conference. I have been privileged to attend a number of them including forums in New Jersey, Pennsylvania, California, Florida and Chicago. The discussions that took place in the various workshops were vigorous and instructive. I cannot help but think how positive it would be if Congressmen, Senators, corporate, labor and state and local governmental officials were able to sit in on some of these discussions.

It is one thing to read a report of how difficult it is to get along on near or below poverty level incomes, but it is quite another to listen to an elderly person describe the effect on his or her life of raging inflation.

It depresses an observer and listener when a dignified older woman describes the efforts she makes to keep warm in an apartment that she cannot affort to heat properly.

It sorrows a listener to hear an elderly man describe what happens to his diet at the end of a long month when he runs out of food money.

It is sad, also, to hear that a local forum must start at 10:00 a.m. and end at 2:30 p.m. in order that the seniors present can take advantage of reduced bus fares during those hours. Even though the fares aren't reduced very much, the few pennies difference spells out the ability or inability of most of those older people to attend the forums.

Public officials and private sector "captains" of industry and labor rarely have to worry about reduced fare bus schedules or keeping warm in their homes or having enough to eat at the end of a long month. Since those experiences are fortunately not within their ken, it becomes our job in the White House Conference on Aging to translate those experiences of our elderly in a way that they will understand.

I think that is really what the White House Conference on Aging is all about--to let the policy makers of this nation know what too often life really is like for our elderly.

The White House Conference on Aging is the primary "lobby" vehicle for the aging in America. The aging American does not have a large political "kitty" t use in influencing policy decisions. The only tool he or she has is the strength of his or her voice and the justice of the cause of aging.

That is why we have a White House Conference on Aging every ten years. We are the vehicle to raise the voice of aging at least once every ten years to a level that we can compete with the special interest voices being raised throughout our society and competing for the resources that could otherwise be devoted to solving aging problems.

The Congress and the President have decided that an expenditure of $8 million is an appropriate use of public funds to provide a vehicle, the White House Conference on Aging, that will effectively raise the voice of the elderly in this year. Keep in mind that over $3 million of this budget will be devoted to paying transportation and living costs of delegates to the Conference. Is $8 million too much for this once-in-a-decade effort?

Compare $8 million in every ten years--or $800,000 a year as a lobby expenditure for the elderly, to the amounts being spent by some private interests seeking a greater share of public funds that otherwise might be devoted to solving aging problems.

Campaign contributions from special interests to Senators and Representatives in 1978 alone give a fair picture of how the White House Conference on Aging budget compares to one year's campaign contributions by several special interest groups picked at random. The oil industry contributed over $2.5 million to Congressmen; the medical industry contributed more than $2 million during the last election; the National Rifle Association alone contributed over one-half million to members of Congress; the National Association of Realtors contributed over $1 million during 1978 election campaign.

All together, labor and management political action committees funnelled $54 million into House and Senate campaigns. In 1980, the amounts will be frighteningly higher. None of this activity is illegal. It is all according to law. But you may ask yourself this question: Did that $54 million of private interest contributions increase the power of those private interests to influence the policy makers? Of course it did. So, $8 million--not in one year--but spread over ten years, is little enough to offset those interests that are competing with the elderly for increasingly limited public resources.

Our voices raised together, though, can equal their millions of dollars. The White House Conference on Aging of 1981 is the instrument that can accomplish that goal.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

Robert C. Benedict

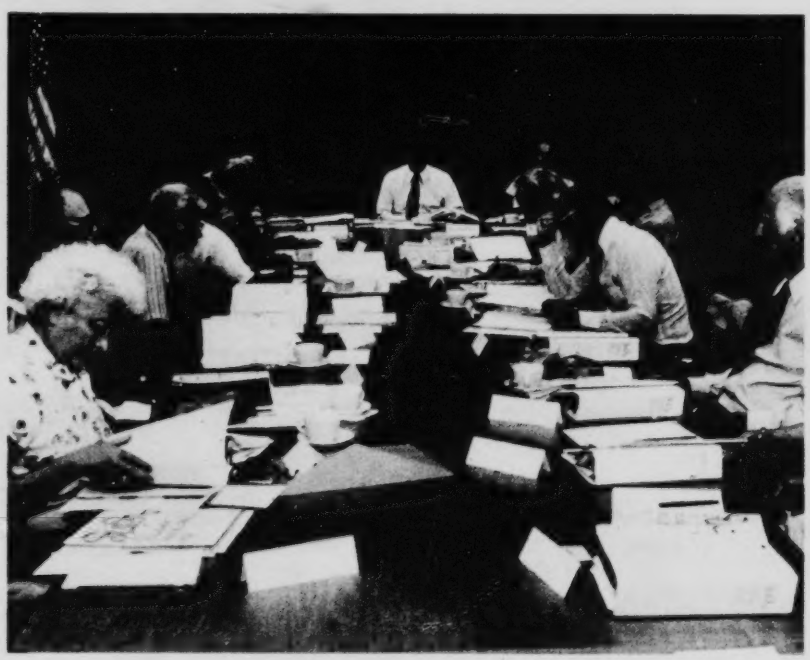
Administration on Aging lends support

Commissioner Robert C. Benedict heads the Administration on Aging, a major supporter of the 1981 White House Conference on Aging. The AoA is providing $2.1 million. It is helping to fund mini conferences on specific issues, and expenses of delegates to four regional hearings in the autumn of 1981. Mr. Benedict was one of the original three planners for the Conference and has continued to work in close touch with Executive Director Jerome R. Waldie.

Two new Advisors named

Two more persons have been named to the National Advisory Committee to the 1981 White House Conference on Aging, bringing the membership to 56.

They are Fermin Lemes of Miami, Florida, who has been active in Cuban-American affairs, and Dr. Henning Friis of Copenhagen, Denmark, representing the World Health Organization. ■



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report from the White House Conference on Aging

Number 5, September 1980

Mini Conference focuses on housing possibilities

Ways to provide suitable and affordable housing for the elderly and to help those owning their homes to retain them will be explored at a Washington, D.C., session October 22-24.

The Mini Conference on Housing for the Elderly is one of many special interest meetings during the coming months to develop recommendations for the 1981 White House Conference on Aging. It is co-sponsored by the National Council of Senior Citizens and the National Senior Citizens Education and Research Center. Jacob

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Leon Harper, Associate Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

Clayman, president of the Council, is a member of the Advisory Committee to the White House Conference.

The mini conference, organized into workshops, will take up such varied questions as development and financing of elderly housing, the existing rental housing situation and the strains created by condominium conversions and other causes of displacement, possible uses of tax relief, reverse mortgages, shared housing and other aids to continued home ownership.

William Hutton, executive director of the Council, said about 500 persons are expected to participate. Many will be experts in relevant fields and members of concerned organizations, but the mini conference will be open to all those interested in its subject.

Mini conference Administrator Robert Lightman said that, in addition to developing specific recommendations for the White House Conference, the Washington session is intended to lay the groundwork for local and regional workshops on elderly housing matters.

The National Council of Senior Citizens directly sponsors housing undertakings and also advises and assists local groups in planning non-profit housing and applying for federal assistance. Its affiliated NCSC Housing Management Corporation, which is cooperating in arrangements for the mini conference, provides administrative services to elderly housing developments. ■

All the material in this report is available for reprinting. For additional information or development, please write to the White House Conference on Aging Office of Public Affairs 330 Independence Avenue, S.W. Washington, D.C. 20201 or telephone (202) 755-8001.

Cover photo: The National Council of Senior Citizens and the Dade Senior Citizen Minority Housing Corporation cosponsored this 150 unit senior citizen apartment project under construction in Miami. Louis Gonzalez, project architect, and William Dorsky, president of the architectural firm in charge, check the plans.

Forums come in all sizes and shapes

Sometimes using techniques developed by commercial television and radio, sometimes in gatherings small enough for a living room, elderly Americans are getting their concerns on record for consideration by the 1981 White House Conference on Aging.

Poverty still afflicts aged

The latest Census Bureau figures show about one out of seven Americans over 65 has income below the poverty line, but a major community action organization argues that even these statistics do not measure the full impact of poverty on the aged.

"Many low income elderly are forced to pay additional costs for necessities such as medication not covered by Medicare or for food required for a special diet . . ." The National Community Action Agency Executive Directors Association says.

"In addition, the isolation of many elderly poor from family members and the unwillingness of some to seek social services also contribute."

Specialists of the Urban Institute, conducting a study for the Senate Special Committee on Aging, concluded that rising Social Security benefits will lift some, but not all, of the needy elderly above the poverty line.

Improving the income of older Americans is one of the major policy questions addressed by the 1981 White House Conference on Aging.

Current guidelines of the Community Services Administration set the poverty line at $5,010 for a non-farm family of two, $4,280 for a farm family. For individuals living alone, the corresponding figures are $3,790 and $3,250.

Persons over 70 may now compete for employment by the state of California.

California had previously provided opportunities for those over 70 and already employed to be certified to continue in their jobs and to compete in examinations for promotion.

The new policy opens the examination for new employees to the older persons.

Janet J. Levy, director of the state Department of Aging, called the change to the attention of the White House Conference on Aging, terming it "a real breakthrough."

By late summer, Conference headquarters had documented 6,000 community forums actually held across the country with another 6,000 definitely planned. The total is expected to reach 12,000 by fall.

Television viewers in San Antonio, Texas, were able to watch two hours of a community forum in which Jerome R. Waldie, executive director of the White House Conference on Aging, joined the panel that fielded questions and comments from a studio audience of elderly persons. The innovative program was co-sponsored by Senior Community Services and station KMOL.

WNBC-TV, NBC's "flagship" television station in New York was host to a community forum in which some 30 advocates spoke out about the problems of the aged to Mr. Waldie and a group of NBC executives.

Elsewhere, radio and television stations cooperated to provide a forum for those who might have found it difficult to attend meetings in person.

A call-in program by the Iowa Commission on Aging reached an estimated 5,000 homes in a predominantly rural area extending into four states. In metropolitan New York, listeners turned the weekly radio discussion program of the Department for the Aging into a forum. The Department, whose commissioner, Janet S. Sainer, serves on two White House Conference Technical Committees, provided issues brochures to make the discussion more meaningful.

Radio and television also extended the reach of forums in Massachusetts, where Thomas H.D. Maloney is state coordinator for the Conference. The Plymouth Council on Aging enlisted the help of two radio stations and the Berkshire Home Care Corporation sponsored a day-long call-in "elderthon."

Sponsors of many forums made attendance easier by taking the meetings where the people were, even to the homes of shut-ins. Such sessions for as few as four or five were arranged by Marion County, South Carolina,

What's in a name? Not much, some think

Senior citizen? Older American? Evergreen? Golden citizen?

What would those 65 and older prefer to be called?

Nothing special at all, recent evidence indicates.

Dollar$ense Magazine, published in Los Angeles, conducted a survey that brought responses from readers in 19 states. Of these, 81 percent preferred to have no distinctive label applied to them.

From San Francisco, a sampling of the mail inspired by KQED's airing of the popular program "Over Easy" showed a similar sentiment: "We do not wish to be tagged, regimented or pigeon-holed."

One respondent wrote, "We've spent years acquiring a distinct personality and have no desire to exchange that personality for the faceless label of Senior Citizen, Golden-Ager, Keenager, or Young in Heart."

W. C. Booth, 65, wrote to Dollar$ense that he resents the senior citizen term for two reasons.

"(1) It is a euphemism to cover a hard fact. I am an 'old man' and proud to be. Growing old beats the alternative.

"(2) It is condescending—implying that old people are sensitive and cannot face the fact of age, so we must be called by an unabrasive title.

"My ancestors, and other old men I have known, wore their age with dignity, did not deny the fact to themselves, nor expect others to deny it. I plan to follow their example."

outreach workers who went into isolated communities and sought out home-bound elderly persons. Other sponsors used elderly housing projects, nursing homes, neighborhood centers and congregate dining facilities.

Colorado, under the leadership of Governor Dick Lamm's appointed coordinator, Jan Moore-Kirkland, claimed a record in mobilizing attendance from a sparsely populated area--6,000 elderly persons attending 457 forums in two months.

North Carolina's Division of Aging planned at least one forum in each of the state's 100 counties. Forty-six in rural areas, 13 in urban and seven in suburban areas have been held.

One forum in Jackson, Mississippi, involved only 27 persons--but the range in ages was from 15 to 81. Of 30 who attended a forum in North Fort Myers, Florida, most were blind or seriously impaired visually. Another in the Concho Valley of Texas drew 80 persons from 11 different towns.

The opinions voiced and recommendations made at the community forums are passed on to the state conferences, which in turn will prepare their findings for the National Conference.

Christian W. Schembri, director of the Plymouth Council, said in a typical comment that his organization welcomed the opportunity to allow older Americans to "plug into the system."

He wrote, "they felt...glad that at least on this occasion there was someone willing to listen to--and record--what they had to say. They don't expect overnight changes; they just feel good there's a link from these local sessions, and on through state and regional meetings, between themselves and policymakers in Washington." ■

New Guide available

Single copies of a new Guide to the 1981 White House Conference on Aging are now available on request. Supplies are limited.

The booklet details the purposes and background of the Conference, discusses the principal issues to be considered, describes the mechanics of the Conference and of the preliminaries already under way, introduces key figures in the leadership and lists the state White House Conference coordinators.

Helping hands ease Conference work

The 1981 White House Conference on Aging has received valuable assistance from other organizations in carrying out its preliminary activities.

A major source of staff assistance has come from the National Retired Teachers Association/American Association of Retired Persons.

Not only have local units of NRTA/AARP helped arrange the community gatherings with which conference activities began, but the Washington headquarters lent the services of four staff members to supplement conference personnel. NRTA/AARP also helps distribute the report and other publications.

Incidentally, NRTA/AARP funds the "Prime Time" radio program which publicized over 470 stations the Conference and issues with which it is dealing.

Cyril Brickfield, NRTA/AARP executive director, is a member of the Advisory Committee to the White House Conference on Aging and of its Technical Committee on Employment.

Another major contribution to Conference staffing has come from ACTION, the federal agency for volunteer activities. ACTION provided three full-time staff members to the conference and the part-time services of ten volunteers.

After the Conference, the World Assembly

The concerns expressed and the recommendations made by America's elderly and those who work with them can eventually bring about changes far beyond the borders of the United States.

The 1981 White House Conference on Aging will be followed in 1982 by a World Assembly on the Elderly, under the auspices of the United Nations. While the times of the two conferences were set independently, the fortuitous scheduling makes it logical for the World Assembly to draw on the findings and recommendations of the White House Conference.

Planning to this end has begun, with the lead taken by Dr. Robert N. Butler, director of the National Institute on Aging. It is anticipated that a group of international experts will observe the Conference, including its major preliminary activities. From the output of the Conference they will select what they consider applicable internationally for relay to the World Assembly.

William Kerrigan, a member of the Advisory Committee to the White House Conference, is one of those active in the early arrangements. Kerrigan, who has considerable diplomatic experience, is now general secretary of the non-governmental, Washington-based International Federation on Aging.

Two other members of the Advisory Committee members involved in the planning are Tarek Shuman of the United National Center in Vienna, Austria, chief advisor to the World Assembly; and Henning Friis of Copenhagen, Denmark of the World Health Organization.

John McDonald, deputy assistant Secretary of State for international organization affairs, has been designated U.S. coordinator for World Assembly matters.

The United States was initiator and strong supporter of the world Assembly, which the United States General Assembly approved by resolution December 14, 1978. ■

Bert Seidman

John Beck

Seymour Farber

David Maldonado

Margaret Jacks

Arthur Flemming

James Sykes

George Maddox

Morrison Beach

Harold Johnson

Cynthia Wedel

Helena Z. Lopata

Rabbi Marc Tanenbaum

Elias Cohen

James Birren

Technical Committees prepare for Conference

Arrangements to supply specialized background information to the 1981 White House Conference on Aging have been advanced with the organization of 16 Technical Committees.

One hundred nineteen persons have been named to bring their professional and lay expertise to the task of preparing research papers to be in the hands of delegates well in advance of the November 30 convening date of the Conference.

Chairpersons of the 16 Committees are:

Retirement Income, Bert Seidman, director of the AFL-CIO Social Security Department; Falls Church, Virginia.

Health Services, John Beck, M.D., director of the Division of Geriatric Medicine, University of California, Los Angeles, California.

Health Maintenance, Seymour Farber, M.D., vice chancellor emeritus, Public Programs and Continuing Education, University of California; San Francisco, California.

Long-Term Care, Monsignor Charles Fahey, M.S.W., chairman of the Federal Council on Aging, former president of the American Association of Homes for the Aged; Bronx, New York.

Family, Social Services and Other Support Systems, David Maldonado, Jr., D.S.W., associate professor, Graduate School of Social Work, University of Texas; Arlington, Texas.

Physical and Social Environment and the Quality of Life, Margaret Jacks, former director of the Florida Bureau on Aging; Tallahassee, Florida.

Older Americans as a Growing National Resource, Arthur Flemming, J.D., deputy chairperson of the 1981 White House Conference on Aging, chairman, U.S. Commission on Civil Rights, former Secretary of Health, Education and Welfare, Commissioner on Aging; Alexandria, Virginia.

Msgr. Charles Fahey

Monsignor Fahey heads Council on Aging

Monsignor Charles J. Fahey, a member of the Advisory Committee to the 1981 White House Conference on Aging, has been named chairman of the Federal Council on the Aging by President Carter.

Msgr. Fahey is director of the All-University Gerontology Center at Fordham University, New York. Already a member of the Federal Council, he was reappointed for a new two-year term.

The President also appointed to the Council Mrs. Shimeji Kanazawa of Honolulu, who is Hawaii State Coordinator for the White House Conference on Aging.

Named earlier to the Council was Dr. Mary C. Mulvey of East Providence, Rhode Island. She is a member of the White House Conference Technical Committee dealing with educational implications of an age-integrated society. Dr. Mulvey is vice president of the National Council of Senior Citizens and president of the National Senior Citizens Education Center.

Other Advisory Committee members serving on the Federal Council are Cyril H. Carpenter of St. Paul, president of the Minnesota Farmers Union; Dr. Aaron E. Henry of Clarksdale, Mississippi, chairman of the National Caucus on Black Aged; Dr. Bernice L. Neugarten, professor and member of the Committee on Human Development, University of Chicago; and James T. Sykes, director of public services for the Wisconsin Cheeseman, Madison, Wisconsin.

Employment, James Sykes, vice president, National Council on Aging, vice chairman, Federal Council on Aging; Madison, Wisconsin.

Creating an Age-Integrated Society within Societal Institutions, George Maddox, Ph.D., director, Center for Study of Aging and Human Development, Duke University Medical Center; Durham, North Carolina.

Creating an Age-Integrated Society within the Economy, Morrison H. Beach, J.D., chairman of the board and chief executive of Travelers Corporation; Hartford, Connecticut.

Creating an Age-Integrated Society within the Educational System, Harold Johnson, M.S.W., director, Division of Gerontology, University of Michigan, Ann Arbor, Michigan.

Creating an Age-Integrated Society within Religious Institutions, Cynthia Wedel, Ph.D., deputy national volunteer consultant, Blood Services of the American Red Cross; Alexandria, Virginia.

Creating an Age-Integrated Society Within the Family, Helena Z. Lopata, Ph.D., professor of sociology, expert on widowhood; Loyola University, Chicago, Illinois.

Creating an Age-Integrated Society Within the Media, Rabbi Marc H. Tanenbaum, director, National Inter-religious Affairs, American Jewish Committee, only rabbi at Vatican Council II; New York, N. Y.

Creating an Age-Intergrated Society Within the Governmental Structure, Elias Cohen, J.D., managing partner, Public Interest Law Center of Philadelphia; editor of Gerontologist; Philadelphia, Pennsylvania.

Research, James Birren, Ph.D., director, Institute for Study of Retirement and Aging, University of Southern California; Los Angeles, California.

The list of members of the various Technical Committees will be published in subsequent reports. ■

Aged veterans numbers mount

The number of elderly veterans is increasingly rapidly as the World War II generation moves into the later years.

The Veterans Administration reports that it is responding by devoting an increasing proportion of its resources to the categories of care especially associated with age, to sponsoring geriatric training for physicians, to offering information on its services through Area Agencies on Aging and other organizations, and to furthering research.

The Veterans Administration predicts that the number of veterans 65 and older, now almost 3 million, will increase to nearly 5 million by 1985 and more than 7 million by 1990. In 1980 about 30 percent of VA's health resources are going to the older veterans. By 1990 their share is expected to be 40 percent.

Nancy Hanks

A woman of action sees active role for elderly

A woman who has contributed widely herself, Nancy Hanks believes it is "imperative to celebrate the contributions of the elderly."

Appropriately, Miss Hanks, who perhaps is best known for her work in the arts, serves as a member of the Advisory Committee to the

(continued on page 9)

State legislators will have Conference role

State legislators, who authorize and appropriate for many basic programs for the elderly, will play an important role in the 1981 White House Conference on Aging.

The subcommittee on Aging of the National Conference of State Legislatures asked for and received observer status at the Conference. Informal participation began when Executive Director Jerome R. Waldie met with the subcommittee to bring members up to date on preliminary activities of the Conference.

"These are the people who administer and provide the dollars for vital programs..." New York State Senator Hugh Farley said in an interview afterward. "Their participation can be very meaningful for the aging."

Senator Farley is chairman both of the subcommittee and of the New York Senate Committee on Aging.

A New York legislative initiative he suggested for wider consideration at the Conference provides an experimental program of "nursing homes without walls."

"As the frail elderly become a larger and larger part

Calendar

September		
15-19	Florida State Conference	
23-25	Mini Conference on Rural Elderly	East Hartford, CT
25	Montana State Conference	
October		
1	Arkansas State Conference	
2-3	Mini Conference on Black Elderly	Detroit, MI
5-7	Mini Conference on Rural Elderly	Jacksonville, FL
7-8	Maine State Conference	
9-10	Mini Conference on Women	Des Moines, IA
9-11	Colorado State Conference	
19-21	Mini Conference on Rural Elderly	Sioux Falls, SD
20-22	Indiana State Conference	
20-22	Mini Conference on Transportation	Sarasota, FL
22-24	Mini Conference on Housing	Washington, DC
23-24	Mini Conference on Energy	Boston, MA
27-29	Mini Conference on Spiritual Well-Being	Cincinnati, OH
29-30	Mini Conference on Energy	St. Petersburg, FL

White House Conference on Aging, chairperson of its subcommittee for public affairs and a member of the Conferences Technical Committee on Age-integration within the Media.

"The important thing now is the Advisory Committee and staff to have their ears open to the information coming through the local and regional meetings, to soak all this up and translate it into a powerful statement at the national level," Miss Hanks said in an interview.

"The potential is far greater than any of the problems. If we understand the potential, the problems will not seem so great; we will be able to solve them."

Miss Hanks, former chairman of the National Endowment for the Arts, came to her interest in the aging by several routes. She planned arts programs for them, she was deeply involved in Duke University's Center for the Study of Aging and Human Development, and above all, "My interest was sparked by family involvement—by first hand observation of the joys and contributions of an older person."

That older person was her mother, whose company Miss Hanks still enjoys.

A member of Duke's executive committee, Miss Hanks helped develop a seminar for alumni and learned "how eager older people were to get guidance and counsel."

The experience Miss Hanks brings to the Conference spans public and private life. She has had periods of government service, is a director of two major companies, a member of boards and executive committees of such institutions as the Rockefeller Brothers Fund, Independent Sector, Jackson Hole Preserve, the Conservation Foundation, the Salzburg Seminar and of the Indo-U.S. Subcommission on Education and Culture.

She has been awarded 26 honorary degrees and, among other special distinctions, the distinguished Smithson Medal.

of the population we must identify and provide the services they need and can use in their own environment," he said. "We have to get away from institutionalizing them."

The New York experiment tries to do this by providing quick, specially tailored services.

All 50 state legislatures are represented on the NCSL subcommittee. Among the legislatures themselves, 20 have regular committees on aging or retirement, or both. ■

Study on aging looks ahead

Finding the money to meet expanding pension rolls is only one of the challenges the United States economy will face as the population grows older.

A study prepared for the Senate Special Committee on Aging says adjustments are coming in such varied fields as work hours, housing, education and consumption of goods.

The impact on the economy of the growing proportion of elderly is one of the topics to be explored by the 1981 White House Conference on Aging. Preparatory work is to be done by one of its Technical Committees.

A step-up in the already increasing demand for part time jobs is one of the developments foreseen in the Senate committee study. It said the demand for housing, swollen in recent years as the post-World War II "baby boom" generation came of age, may ease and the soaring increase in house values slow down. Smaller houses and apartments—as well as smaller automobiles—may be more in demand.

Because of the decline in the birthrate, educational services for the young may be less in demand, but the slump could be partly offset by increased adult education. However, demand for health services was seen as rising steadily into the next century and then increasing dramatically. ■

Letter from the Director

September 1980

Dear Friends:

Plans are now being made to give the forthcoming recommendations of the White House Conference on Aging their best chance of being implemented.

Too many recommendations of past conferences remain untouched and unconsidered still by public and private sector policymakers. The planners and preparers of the 1981 Conference believe it is imperative that the recommendations of its delegates be considered promptly and hope they will be enacted by those responsible for developing aging policy in America.

Implementation of Conference policy recommendations need not await the end of our Conference in December 1981. We should begin that effort today and continue it throughout the Conference at every level of activity.

Some suggestions for early action in this effort begin with the community forums. Every effort should be made to involve policymakers in those events. For example, the mayor and city councilmen, the state legislators, and the congressmen in the areas in which the forums are being held should be invited to attend. If they are unable to attend, make certain they each receive copies of the report of the community forum.

Similarly, private sector policymakers should be involved early in our process. Invite your local media, press and television to cover any events you hold. Also invite prominent community leaders such as businessmen, labor leaders, religious leaders, and others to join in identifying issues and suggesting remedies to problems. The idea is obvious. We will want to mobilize these policymakers at the conclusion of the Conference to assist in implementing Conference decisions. To the extent they are involved in those decisions at an early stage their effectiveness is increased.

The mini conference structure and the Advisory and Technical Committees have provided another opportunity for building an advocacy during the Conference process. A number of very influential organizations have agreed to sponsor mini conferences. Examples are the Farmers Union, the American Psychiatric Association, the American Psychological Association, the American Dental Association, the American Nurses Association, the National Social Workers Association, the American Foundation for the Blind, and the American Podiatry Assocation. Many of these organizations, as well as the American Medical Association and the American Bar Association, are also represented on the Conference committees.

Since most of these organizations have not been principally involved in aging issues, their involvement in the White House Conference should further sensitize their membership to these matters and provide access to their influence as we seek solutions.

Congress, of course, will be heavily involved in the Conference. The delegates appointed by members of congress will have a unique relationship to the congressional office and preferred position of urging their support of Conference recommendations. The House Select Committe on Aging, chaired by Congressman Claude Pepper, and the Senate Special Committee on Aging, chaired by Senator Lawton Chiles, are involved in the Conference. Their assistance in advice and development of issues is ongoing and valuable.

The 50 governors have been most cooperative in support of the 1981 Conference. Each governor has appointed a state coordinator and is conducting a preliminary State White House Conference leading to the National Conference. The governor's role in implementing conference policies will be essential.

Similarly we are seeking major roles for the state legislators through the National Conference of State Legislatures and the mayors of the cities through the United States Conference of Mayors. Their involvement in the Conference is of obvious importance, and their capacity to become advocates for its recommendations will depend upon their full understanding of the issues.

The aging non-profit organizations have always held key leadership positions in previous conferences. Their role is equally strong in the 1981 Conference. Their advocacy record is superb and their involvement is total.

The aging network and its primary components, the state units on aging and the Area Agencies on Aging, are playing a primary and lead role in conducting the process of the White House Conference. Their members are serving in leadership position, and their constituencies are actively engaged in the process. The role of the network in implementing Conference recommendations will be essential, and advocacy is one of its particular strengths.

The President and the First Lady, Rosalynn Carter, have each taken a personal interest in the 1981 White House Conference, and their interest and concern has been transmitted to the Cabinet and the federal bureaucracy. Certainly, the support of the Chief Executive is critical to successful implementation of our recommendations.

The support is already being evinced by the wholehearted involvement in the Conference of the lead agencies on aging in the federal government, the National Institute on Aging, the Administration on Aging, the Federal Council on Aging, the Counselor to the President on Aging, and Secretary Harris of the Department of Health and Human Services.

We have made a particular effort to reach out to the private sector in this Conference, believing that many of the solutions we seek can and must be found there. Committed and concerned persons from the private sector are serving on the Advisory

Committee and the Technical Committees and as convenors of mini conferences and some will be delegates. At this early stage, Travelers Insurance Companies, Arco, the Business Roundtable, ITT, Continental Bakery and Sandoz Pharmaceutical are examples of corporate involvement. The AFL-CIO is similarly deeply involved.

Such participation will assure the active support of labor and management in the effort to better the lives of older Americans.

The academic community in America can and will play an important role in defining solutions to aging issues. That role can readily be expanded to involve academia in the hard and essential process of persuading policymakers to enact programs that better meet elderly needs.

Finally, the hundreds of thousands of Americans involving themselves in the process of the Conference; the community forums, the governor's conferences, the regional hearings and the National Conference, become the most numerous and most effective advocacy force to bring about changes in aging policy.

Our goal is to bring together all of these elements of potential advocacy into an effective instrument that will better assure that the 1981 White House Conference on Aging will be a conference of action as well as decision.

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

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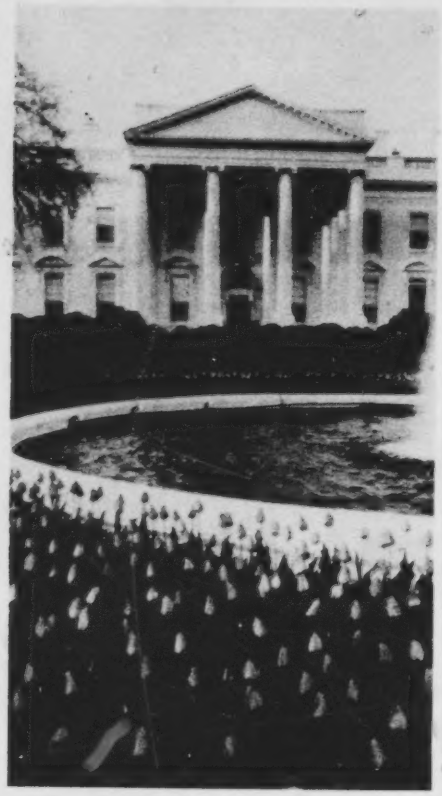

report from the White House Conference on Aging

Number 6, October 1980

Florida kicks off first of 57 conferences leading up to White House Conference in '81

Excellent preparations, good participation and an aura of polish and celebration marked the first state event leading up to the 1981 White House Conference on Aging in Orlando, Florida last month.

"Your conference has set the tone for the other states to follow," Jerome R. Waldie, executive director of the White House Conference, told the 500 delegates who spent three days preparing recommendations to bring to Washington.

In his keynote address, former Governor LeRoy Collins called for the creation of a "voluntary program of registering our citizens who are 60 and over who feel they would like to give some of their time to public efforts in fields in which they have special skills."

Overnight the 72-year-old former governor and the assembled delegates got executive action on this idea. During closing ceremonies at nearby Sea World, Florida's current Governor Bob Graham endorsed Collins' idea and promised the establishment of "a corps of workers, a corps of well-trained, experienced workers who are under-utilized in this state. We will place a high priority on the hiring of our experienced seniors," Governor Graham said.

"It does not behoove our society to count people as wash-outs or has-beens simply because they have reached some arbitrary age cut-off point," Graham told a crowd of more than 5,000.

"These are people who have given much for the betterment of our society. Such a pool of experienced workers would be an attraction to new industries," the Governor said.

Leon Harper brings Washington to the states

Associate Executive Director Leon Harper has become the eyes and ears of the White House Conference on Aging across the land, participating in pre-Conference activities in Iowa, Kentucky, California, Nevada, Massachussetts, Minnesota, Maine and Colorado over the past month or so. Impressed with the energy and high degree of motivation he's found everywhere, Mr. Harper says he can feel the momentum growing for the 1981 Conference.

Les Stone

First Lady Rosalynn Carter greets White House Conference on Aging chairperson Sadie T. M. Alexander during closing ceremonies at Sea World.

Sadie T.M. Alexander, chairperson of the White House Conference on Aging, and at 82 a perfect example of what the Governor was talking about, electrified the crowd with her remarks. She pointed out that being chairperson of the Conference was in fact her second job, for she was still practicing law in Philadelphia and simply couldn't refuse when the President asked her to take on this post.

During the two-day conference, Leon Harper, associate executive director of the White House Conference, coined the phrase, "Florida watching," an observation that developed into a theme for this phase of the pre-White House Conference activities, as other states begin to develop their own agendas.

All the material in this report is available for reprinting. For additional information or development, please write to the White House Conference on Aging Office of Public Affairs 330 Independence Avenue, S.W. Washington, D.C. 20201 or telephone (202) 755-8001.

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Leon Harper, Associate Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

First Lady brings good tidings to senior citizens

"You represent one of America's great success stories—our people are living longer, healthier lives than ever before. You have shown that we must reject any suggestion that if you're old, you are outdated, slow and unemployable. You are proof that old age can be a time of security and opportunity and confidence in the future," First Lady Rosalynn Carter said to the closing session of the Florida Governor's Conference on Aging.

Mrs. Carter attended the session, the first of 57 state and territorial events leading up to the 1981 White House Conference on Aging.

To everyone's delight, Mrs. Carter also conveyed a message from her husband regarding Social Security, saying, "It will meet the needs of the American people not only today but also forty years from now . . . he is firmly committed to protecting Social Security benefits from inflation and has no intention of reducing the current formula for cost-of-living adjustments."

Seated beside her on the Atlantis Theatre stage at Sea World were two persons who uniquely emphasized her point—Representative Claude Pepper, 80, one of the most celebrated members of the House of Representatives, and Sadie T. M. Alexander, 83, active chairperson of the White House Conference on Aging.

Mrs. Carter was in Florida as a guest of Governor Robert Graham and was introduced to the large gathering by Margaret Lynn Dugger, of the Governor's staff and coordinator of the Conference.

Another Floridian who played a key role in many of the festivities was Nan Hutchinson, executive director of the Broward County Area on Aging.

On the broader scale, Florida is a state for the rest of the nation to watch as its high proportion of elderly persons--one in six is over 65--demonstrates a demographic ratio projected for the entire United States population early in the next century. ■

Older women gather in Des Moines

The traditional keynote speech that opens most conferences was discarded in favor of a "Speak Out" at the White House Mini Conference on Older Women held in Des Moines, Iowa October 9 and 10, sponsored by the Western Gerontological Society and the Older Women's League Educational Fund.

Featured at the Speak Out were delegates to the Conference who related their own personal stories, which highlighted the issues that all older women confront now, or probably will in the future.

"Most of the major problems of aging are problems of women," organizer Tish Sommers said. "The lowest income poor are predominantly women who have been widowed, and the pensions have usually died with the husband. Inflation impacts women differently also, because they live longer. And most people assume that health care is available to everyone, but most health insurance is tied to the husband also," she continued.

While not all of the issues before the Conference were economic ones, they were often the ones that kept resurfacing.

All of the recommendations developed at the Conference will be forwarded to the 1981 White House Conference on Aging.

In addition, organizers Laurie Shields and Tish Sommers were anticipating that a new organization, the Older Women's League, would be formed at the conclusion of the Conference and would be charged with acting on many of the issues that were placed on the "action agenda" by the delegates.

"Older womens' . . . potential for creativity and service is enormous. All that is needed is to bring us down off the shelf."
—Tish Sommers

"I think the most important thing that can come out of this Conference is a recognition that older women can do a lot more for themselves than they have in the past," Shields said. "The time has come when we have to get together; we have to look at our own special problems, and do it with a positive, upbeat approach," she added. ■

Pam Nixon

Over 2,000 older Indians pow-wow in Albuquerque

More policies and programs aimed specifically at the needs of older Indians were called for during a "pow-wow" of 2,000 Indians from across the nation held in Albuquerque, New Mexico in early September.

The Mini Conference on the American Indian Elderly, which was convened by the National Indian Council on Aging, featured 26 workshops that focused on both short-term solutions for current problems and future aging issues that will affect American Indians well into the next century.

Larry Curley, director of the convening organization, remarked that there was not an area or issue untouched by the delegates as they worked together to generate recommendations that will be forwarded to the Bureau of Indian Affairs, Indian Health Service, state conferences and the White House Conference.

Al Cabral

Nema Cuch of White Rock, Utah, makes a point about Ute tribal traditions with a rattle at the Mini Conference on the Indian Elderly. The theme of the conference was "May the Circle Be Unbroken."

Chief among the concerns of the Indian elderly, Curley said, is ill health. Older Indians are highly susceptible to respiratory diseases, diabetes, tuberculosis and other illnesses, he pointed out.

As recently as 1967, he said, the average life expectancy for an American Indian was 42. Since that time, some advances in health services to Indians has increased that life expectancy to 64.

Services aimed at the Indian elderly are, therefore, even more crucial simply because more Indians are now living longer, Curley explained. ■

Esteban Solis

For good health up to age 30, you can thank your parents for their hereditary contribution. After that, it's mostly up to you to be moderate, says the American Council of Life Insurance, if you want to live long.

The council cited a University of Wisconsin study of long-lived persons. Hereditary or chromosomal factors were found to have little influence after about age 30. But moderation marked the life styles of those who went on beyond 68 years for men, 72½ for women, considered to be average life expectancies. The age achieved by the parents of those studied did not seem to be significant.

Rural concerns discussed at series of Green Thumb mini conferences

Inadequate income and lack of transportation are among the most pressing problems facing older residents of rural areas, according to participants who attended a White House Mini Conference on the Rural Elderly last month.

Held in Owensboro, Kentucky, the meeting was the first of six regional conferences organized this fall by Green Thumb, Inc., to gather information on aging issues unique to rural residents.

During workshop sessions, 226 delegates and observers from seven states were asked to identify and then rank by importance the chief concerns they and others in their communities had.

Housing, physical health problems, long-term care, energy and the need for home-delivered meals also ranked high on the conferees' lists.

Transportation remained the key issue, according to Carl Larson, president of Green Thumb. Delegates emphasized the fact that the lack of transportation produces loneliness, poor medical care, problems in shopping, and frustration for those who cannot just hop into a car whenever something is needed.

"Buses and trains no longer serve the countryside. Volunteers have a growing fear of liability. And children cannot help because they have moved away to urban centers or have married and found it necessary that both partners work at fulltime jobs," one of the resolutions calling for improved services read.

Green Thumb is a rural-based employment program for people age 55 and over. ■

Helen Hayes celebrates 80th birthday

"I'll never make the mistake of being 70 again."
—Casey Stengel

When friends asked Helen Hayes how she wanted to celebrate her 80th birthday on October 10, she replied, "With a small party at the Actors' Fund Home.

"And I don't want it turned into some kind of circus," she continued with a smile.

It was a setting and a warning that typifies the career of the actress, who is a member of the White House Conference on Aging's Advisory Committee. While she loves the theater, she

Helen Hayes

was always dismayed by the "trappings of fame," she says.

One of Ms. Hayes' chief concerns at this point is that older people not be overlooked as a resource and because of this, she has asked to work with the Conference's Technical Committee on Employment.

The Actors' Fund Home is a favorite project of Ms. Hayes' and is supported by people still working in the theater and open to those who have retired from the theater world.

She is committed to the idea that older people not be put "out to pasture" and that their skills are an untapped natural, national resource. She believes that even leisure has to be approached with skill and dedication if it is to be enjoyed.

Asked how it feels to be 80, Ms. Hayes responded, "I feel free. I feel as if I've been released. I feel good."

But her 80th birthday does not mean retirement for Helen Hayes. In addition to her work on the Advisory Committee, she has recently toured the Northwest promoting a revival of her late husband's play, "The Front Page" and participated in a salute to the Washington Post's retiring critic, Richard Coe. ■

ACTION special issue

Special recognition is due ACTION, the Federal government's national voluntary agency, for its yeoman efforts in support of the White House Conference on Aging. In addition to detailing members of its staff to work on the Conference, it has recently published a special edition of its newspaper devoted entirely to the White House Conference. Twenty-eight pages full of information with details about the Conference and many of the issues that will be discussed.

It is this type of commitment from both the public and private sectors that is needed to create the momentum for a successful Conference. Hats off to ACTION.

State Conference round-up

Pre-White House Conference activities have moved into high gear during the last month and the following rundown gives a glimpse of what happened in each state.

Montana held its annual Governor's Conference on Aging in Helena in late September. Coming

Massive long-term care demonstration announced

"We know that many of our elderly are unnecessarily confined to institutions today because they suffer from the chronic illnesses and frailty which often accompany old age. Many people require the comprehensive care provided in nursing homes, but many others have merely 'ended up' in those institutions because all of us —government, communities, individuals—have failed to provide alternatives."

—Secretary of Health and Human Services Patricia Roberts Harris in announcing a new $10.4 million Long-Term Care demonstration program late in September.

Bigger may not be better

Bigger type does not necessarily make reading easier for older persons, a recent study concluded.

Type style as well as size affects legibility, Dr. James Vanderplas of Washington University, St. Louis, found. Beyond a certain point, he found, increasing the size of the type did not facilitate reading for the elderly.

Another study investigated the difficulties older persons have with the forms they must complete for various health and income-related programs.

Some of the words used made excessive demands on the vocabulary most older persons command, concluded Dr. Sean Walmsley of the State University of New York in Albany. He recommended providing explanations along with the forms, or simplifying the documents themselves.

on the heals of its first Biennial Silver-Haired Legislature, the Conference narrowed down the resolutions passed earlier, which will now be forwarded to Washington. Jerome R. Waldie, executive director of the White House Conference, was the keynote speaker.

Nearly 1,200 people traveled to Little Rock for Arkansas' Governor's Conference on October 1. Governor Bill Clinton and Dr. Arthur S. Flemming, chairman of the U.S. Commission on Civil Rights and also deputy chair of the White House Conference on Aging, were the speakers.

Maine gathered 350 delegates in Augusta October 7 and 8 to grapple with issues ranging from the information problems of Maine's older citizens, to the victimization of the elderly, to transportation problems. Also studied was the Governor's special task force report on long-term care.

"Everybody's Tomorrow--Aging in Colorado" was the theme of the Rocky Mountain state's conference, held in Denver October 9 and 10. Delegates to the Conference were selected from the ranks of those attending the 450 community forums and 13 regional conferences held in advance. A highlight of the Conference was a concert by the Brico Symphony, conducted by 79-year-old Dr. Antonia Brico.

Indiana's Governor's Conference focused on "New Directions for a New Age" October 20-22 in Merrillville. Dr. Sadie T.M. Alexander, chairperson of the White House Conference and Dr. Arthur Flemming spoke to the delegates, who were also celebrating the 25th anniversary of Indiana's State Commission on Aging and the Aged. ■

Super Senior Sunday draws thousands in Philadelphia

A cast of hundreds of thousands people from every age group and every walk of life attended the Sun Company's annual Super Senior Sunday held last month on the Benjamin Franklin Parkway in Philadelphia.

The White House Conference on Aging had one of the many booths set up along the Parkway and provided information to many interested people about the Conference, aging issues, and methods of getting involved.

Staffing the booth and answering the countless questions were: Pennsylvania's Secretary of Aging Gorham L. Black, Jr., New Jersey Division of Aging Director James Pennestri, and Victorina Peralta and Mary Daniels from the White House Conference on Aging staff. Assisting throughout the day were volunteers from the RSVP program, the Asian American Elderly Project, and the Senior Employment Program.

Sun Company

A hot-air balloon was a featured attraction at the Sun Company/Over Easy's annual senior citizen extravaganza in Philadelphia.

White House Conference on Aging staffers Victorina Peralta and Mary Daniels greet State White House Conference Coordinators Gorham L. Black, Jr., who is Secretary of Aging in Pennsylvania and James Pennestri, who is director of the New Jersey Division of Aging.

Danny Peralta

Letter from the Director

October 1980

Dear Friends:

The sixteen Technical Committees examining the issues of aging that will be considered by the delegates to the 1981 White House Conference on Aging have been working at a hectic pace seeking to complete their reports no later than February of 1981.

Their particular assignments are among the most important functions of the Conference.

The Technical Committee reports will be provided each of the delegates and, hopefully, will contribute to a better understanding of the complicated issues that they each will confront. In addition, the reports of these important committees will become crucial reference documents to policy makers in the public and private sector as they examine aging issues in terms of new national policies.

The Conference owes much to the members of the Advisory and Technical Committees. The acceptance by these individuals of their respective appointments entailed a commitment on their part to contribute their time, energy and often their money, to the accomplishment of a successful conference.

Unhappily, the government does not pay fully the expenses of these individuals. Therefore, their service on these committees requires sacrifice and results in a generous contribution to a cause in which they believe.

We are fortunate that such men and women are available for such assignments.

It is heartening, though, to note this spirit of giving and participation running through the entire field of aging and in this Conference.

I have never been privileged to work with and be associated with as selfless and generous a group of people as are involved in this Conference throughout the nation.

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

Energy on tap for discussion

Energy Equity and the Elderly was the theme of two mini conferences slated for October, sponsored by NRTA/AARP for the White House Conference on Aging and conducted in conjunction with the Senate Special Committee on Aging.

Senator William Cohen of Maine chaired the first session in Boston October 24, while Senator Lawton Chiles was due to preside at an October 30th session in St. Petersburg, Florida.

At each site, the Senate Committee heard testimony from experts, organizations and private citizens. The goal of the hearings was to glean all the information necessary to develop a comprehensive energy policy that specifically addresses the problems the elderly encounter in both warm and cold climates.

Calendar

October

9-10	Mini Conference on Women / Des Moines, IA
9-11	Colorado State Conference / Denver
9-21	Mini Conference on Rural Elderly / Sioux Falls, SD
20-21	Indiana State Conference / Merrillville
20-22	Mini Conference on Transportation / Sarasota, FL
22-24	Mini Conference on Housing / Washington, DC
23-24	Mini Conference on Energy Boston, MA
27-29	Mini Conference on Spiritual Well-Being / Cincinnati, OH
29-30	Mini Conference on Energy / St. Petersburg, FL

November

10-12	Mini Conference on EuroAmerican Elderly / Baltimore, MD
12-14	Mini Conference on Lifelong Learning / Racine, WI
17	Maryland State Conference / Baltimore
17-19	Mini Conference on Mental Health / San Diego, CA
19	Vermont State Conference
19-20	Mini Conference on Dental Health / Chicago, IL
22	Rhode Island State Conference / Providence
23-25	Mini Conference on Black Elderly / Detroit, MI
23-25	Mini Conference on Voluntary Sector / Washington, DC

December

4-5	Hawaii State Conference
4-6	Mini Conference on the EuroAmerican Elderly / Cleveland, OH
10	Puerto Rico Conference
9-11	Mini Conference on the Black Elderly / Atlanta, GA

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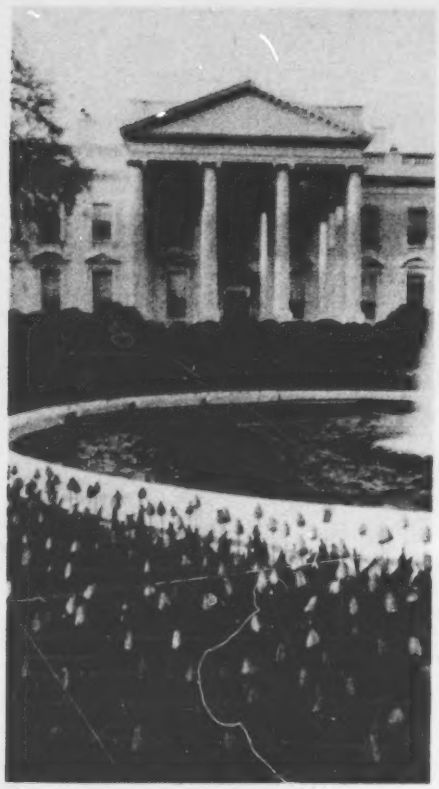

report from the White House Conference on Aging

Number 7, November 1980

State Conferences generate recommendations for White House Conference on Aging

Four states held their conferences during October, with nearly 4,000 delegates attending separate events in Colorado, Arkansas, Maine and Indiana.

Out of a myriad of workshops, speeches and panels at all four, many recommendations were developed that will be brought to Washington in 1981.

According to Colorado coordinator, Jan Moore-Kirkland, the lack of information on services to the aging was a major concern. One issue that surfaced in Arkansas was the need for more extensive research on lack of information on aging. One issue that surfaced in

White House Conference executive director Jerome R. Waldie is welcomed by Antioch, California residents Martine Summers (left) and Dorothy Marks at the conclusion of a community forum, where he listened to the concerns of over 200 senior residents of his hometown.

Regional concerns were much in evidence at the closing session of the Colorado Governor's Conference on Aging held in Denver last month.

Calendar

November	
17	Maryland State Conference / Baltimore
17-19	Mini Conference on Mental Health / San Diego, CA
19	Vermont State Conference / Fairless
19-20	Mini Conference on Dental Health / Chicago, IL
22	Rhode Island State Conference / Providence
23-25	Mini Conference on Black Elderly / Detroit, MI
23-25	Mini Conference on Rural Elderly / Sacramento, CA
23-25	Mini Conference on the Voluntary Sector / Washington, DC
December	
4-5	Hawaii State Conference / Honolulu
4-6	Mini Conference on EuroAmerican Elderly / Cleveland, OH
5	Mini Conference on Linking Generations / Washington, DC
9-11	Mini Conference on Black Elderly / Atlanta, GA
10-12	Mini Conference on Long Term Care / Reston, VA
January	
5-8	Mini Conference on Hispanic Elderly / Los Angeles, CA
7-9	Mini Conference on Black Elderly / Los Angeles, CA
11-13	Mini Conference on Hearing Impaired Elderly / Washington, DC
11-13	Mini Conference on Low Vision / Washington, DC
15-16	Mini Conference on Pacific-Asian Elderly / San Francisco, CA
15-16	Mini Conference on Foundations / New York, NY
17-17	Mini Conference on Savings / Alexandria, VA
21-24	Mini Conference on the Corporate Sector / Phoenix, AZ
29-30	Mini Conference on the Urban Elderly / Chicago, IL
31-Feb. 3	Mini Conference on Arts and Humanities / Philadelphia, PA

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Bertha Brown

Intergenerational experiment works!

When Mrs. Bertha Brown signed up to take part in an Across Ages Retreat, she was skeptical. She came away a weekend later convinced that such experiments "teach consideration and respect for each age group."

Organized by Temple University's Institute on Aging, the retreat brought together participants ranging in age from 14 to 92. Mrs. Brown is a long-time community activist in Philadelphia and a member of the National Advisory Committee of the White House Conference on Aging. She was initially attracted to the weekend because of her ongoing interest in education.

Among the topics discussed during the weekend were relationships in the family, war, peace, technology and the environment. Critiques were then given by the participants, with young and old sharing their viewpoints.

"Our weekend experiment in intergenerational living was definitely a success," reports Mrs. Brown.

Arkansas was the need for more extensive research on housing, transportation, and medical care for the elderly. The focus of Maine's conference was on ways to permit the elderly to remain in their homes and not have to enter a nursing home or boarding home. With a theme of "New Directions for a New Age," Indiana delegates proposed, among many other things, that there be institutional bonding of older people's investments in retirement homes so that if the home fails financially, their investment will be safeguarded. ■

Energy, housing and transportation subject of mini conferences

Mini conferences, an important preliminary to the 1981 White House Conference on Aging, explored recently the needs of the elderly in the critical fields of housing, transportation and energy.

The reports of the numerous mini conferences on special subjects, continuing for several months, will be available well in advance of the National Conference

Housing

More than 200 people gathered in Washington, D.C. last month to develop "A Housing Blueprint for the 1980s."

The Mini Conference on Housing for the Elderly, October 22-24, was sponsored by the National Council of Senior Citizens. It produced a series of recommendations designed to protect both elderly homeowners and renters.

Conferees proposed, for example, developing more ways to allow elderly homeowners to retain their homes. Such measures might include property tax postponement, deferred payment loans for major home repairs and sale/leaseback arrangements. Reverse annuity mortgages would enable elderly owners to draw on their equity for living expenses while continuing to occuy the property.

Participants also urged stronger government policies against displacement of the elderly by condominium and cooperative conversions of apartment houses. Currently,

Grandfather stereotypes erased by study

Only two percent of American grandfathers studied in a recent survey have beards. Only 14 percent have mustaches. Thirty-nine percent are in their fifties or younger.

More than half are still working. The grandfathers' varied recreational activities range from travel (65 percent) to disco (11 percent), to say nothing of swimming, bicycling and golf.

The sponsors of the survey conducted for the Old Grand-Dad Distillery Company by Research and Forecasts Inc., of New York say the findings demolish two contradictory stereotypes. One is sentimental: the kindly, wise graybeard, spinning yarns of his youth while he rocks on the front porch. The other is pitiful: the lonely, feeble and poor forgotten man.

"The American granddad today emerges as a real, strong, positive and encouraging personality," the survey concluded.

Only eight percent of the grandfathers studied lived alone; 86 percent lived with their wives; 88 percent had been married only once. A huge majority, 85 percent, said they were very content with their present environments.

Sixty percent of the grandfathers said they see their grandchildren at least once a week—and more than half said they would like to see them oftener. Playing games with the youngsters, talking with them, buying them treats, ranked high among the grandfathers' pleasures—and 58 percent said they rarely, if ever, disagree with the way the children are being reared.

While 53 percent said young people today don't behave as well as they did at comparable ages, such criticisms were not related to their experiences with their own descendants.

it is estimated that such conversions affect 2.5 million elderly and low-income city residents a year.

Other recommendations called for:

- Development of 600,000 assisted housing units per year;
- Development and funding within the public and private sector of a wider range of housing options for the elderly, such as congregate housing, co-ops, adult foster care, shared housing, and manufactured housing (mobile homes);
- Encouragement of pension fund investment in housing for the elderly and the use of tax incentives to stimulate construction.

Transportation

Since the 1971 White House Conference on Aging, the number of special transportation programs for the elderly has increased dramatically. How can our nation ensure that these programs survive in the 1980s in light of inflation and higher energy costs?

That is one of the questions which surfaced at a recent Mini Conference on Transportation for the Elderly in Sarasota, Florida. Sponsored by the Institute of Public Adminstration and Florida State University, the conference drew 75 transportation specialists, representatives of aging organizations, and elderly consumers.

According to Joseph Revis of the Institute of Public Administration, there are now 3200 special transportation programs around the country--twice as many as in 1974.

"But given the increases we can expect in prices and energy costs over the next decade, these projects will be under substantial pressure just to maintain services," said Revis.

"That may mean increased emphasis on free or low-cost systems utilizing volunteers and in-kind contributions by various agencies and private organizations."

Participants at the conference also voiced the need for improved coordination of transportation projects for the elderly, Revis pointed out. Currently, these projects

"The human right to as high a quality of life as possible should not diminish with age."

—United States Department of State

Medicare costs steadily increasing

Medicare has become steadily more costly and pays a shrinking proportion of the health bills of the elderly, according to a study prepared for the House Select Committee on Aging.

In the 15 years since Medicare was inaugurated, the monthly premium has increased from $3 to $9.60, and patients who once paid the first $40 of their hospital bills now must pay the first $180. Medicare now pays, on the average, about 40 percent of an elderly citizen's health costs; it initially paid almost 50 percent.

Inflation was cited as a major cause. For the average older American, health care cost $445 in 1965. It costs $2,500 today.

are run by a variety of government departments, community organizations, and volunteer groups.

Energy

Between 1973 and 1979, fuel oil and coal prices rose 197 percent, while gas and electricity rose 104 percent.

How older Americans can cope with spiraling energy costs was the topic of two mini conferences last month sponsored by the American Association of Retired Persons.

Energy experts and consumers gathered in Boston, Mass., October 23-24 to discuss cold-weather problems facing older people, while a conference in St.Petersburg, Florida, October 29-30 focused on warm-weather problems.

Older Americans living on fixed incomes are less able to absorb higher fuel costs. This has forced many elderly people to choose between necessities such as "food or fuel."

In addition, the majority of older homeowners live in dwellings that are over 30 years old and less energy efficient than newer homes. Moreover, elderly people experience a physiological decline in their ability to bear extreme temperature changes.

Among the recommendations was a call for the establishment of a permanent program of fuel assistance directed at low and middle-income elderly. Conferees also suggested that the windfall profits tax be used to help fund senior energy volunteer programs. ■

National Council of Senior Citizens executive director William Hutton welcomes participants to the Mini Conference on Housing, held in Washington in October. Also present on the dais were NCSC housing director Thomas Woodstock and HUD Special Assistant Secretary for Elderly Housing and Special Projects Morton Leeds.

Long-term care grants to provide demonstrations

Twenty-seven states will share $11.9 million in grants from the Department of Health and Human Services to develop programs and planning in long-term care of the aging.

Of the total, $10.4 million is going to 12 states for test demonstrations of ways to provide coordinated planning and management of services. Smaller one-year grants go to 15 states to support development of statewide long-term care plans.

Commissioner Robert C. Benedict of the Administration on Aging, one of the original planners of the 1981 White House Conference on Aging, has recommended that long-term care be one of its major study areas.

Of the 4 million to 5 million Americans unable to carry on normal activities of daily living, many are over the age of 65. The local demonstration projects funded under the grants may enroll up to 800 persons each, 75 percent of whom must be over 65.

"For government at federal, state and local levels the problem of supplying long-term care services to growing millions of older Americans is one of the principal economic and social problems on their agenda, and it is becoming more pressing each day," Benedict said.

How does it feel to be 90?

How does it feel to be 90, Mrs. Sigrid Knudsen Larsen Trautman of Guemes Island, Washington, was asked.

Her reply, delivered with a chuckle: "Well, I would really rather be 80."

Cranston calls for more research

Research aimed at extending the vigor of middle age to the very end of life can be even more satisfying than the conquest of one life-shortening disease after another, an international gathering of experts on cancer and aging has been told.

The speaker was Senator Alan Cranston of California, a member of the Health and Scientific Research Sub committee who has personally sponsored small gatherings of gerontologists and other research scientists.

Researchers in immunology, neural and endocrine systems, genetics, protein synthesis and other specialists gathered in Washington under the auspices of the House Select Committee on Aging. Bankers Life and Casualty Company of Chicago, the National Cancer Institute and the National Institute on Aging.

Dr. Robert N. Butler, director of the National Institute on Aging, said, "Great strides have been made in cancer management for people under 45. Future emphasis should be on cancer management among the aged, those most likely to be cancer's victims."

Among other advances achieved in recent years against cancer and various degenerative diseases, Cranston listed production of a much purer variety of interferon, a substance showing possible promise in cancer control, and synthesis of thymosin, a hormone that affects the human immune system.

But he said even total conquest of cancer, heart disease and stroke would add only relatively few years of life expectancy, adding, "a far more satisfying goal of gerontology...is to learn to keep people fully functional and in possession of all their faculties until the very end."

Such a development can come none too soon for American society, expected to see the number of aged double by 2025, Cranston said.

Charlotte Frank

Charlotte Frank joins AoA

Charlotte Frank has been named deputy commissioner of the Administration on Aging, bringing to the assignment long experience in executive posts dealing with employment and other rights of women and minorities.

Ms. Frank most recently was director of Office and Field Services, U.S. Equal Employment Opportunity Commission, with a headquarters staff of 115 and 59 field offices.

After earning a B.A. degree from the University of Minnesota and a master's degree in political science from the University of Chicago, Ms. Frank served at various times with the New York State Division of Human Rights, U.S. Office of Economic Opportunity and U.S. Urban Renewal Administration.

For six years she directed the Complaint Control Division of the New York City Commission on Human Rights.

In announcing her appointment, Commissioner Robert Benedict cited Ms. Frank's strong record of achievement in responsible positions.

She succeeds Kathryn M. Morrison, recently named Deputy Assistant for Human Development Services.

"I believe an older, wiser population will be an asset, and perhaps an absolute necessity if we are to cope with the future," he said. ■

World's elderly face similar problems

The world at large is facing the same questions related to aging populations as is the United States, and the developing countries have special problems of their own, a survey by the United Nations discloses.

The information was gathered from member countries in preparation for the 1982 World Assembly on the Elderly. Observers for the Assembly will attend the United States' 1981 White House Conference on Aging.

By U.N. estimates, the world will have nearly 600 million inhabitants 60 or older by the year 2000, about twice as many as there were in 1970.

In listing issues for consideration by the Assembly, the member nations predictably gave prominence to health, housing, community-based services and income security. They also emphasized continuing education, necessitated by rapid social and technological change.

Consistently mentioned was the importance of strengthening the role of the aging within the family, especially in developing countries where older persons traditionally have been held in high esteem. Industrialization, urbanization and labor force mobility, some felt, could threaten such attitudes.

Rich and poor countries alike are experiencing a migration to the cities, threatening to leave the rural areas disproportionately peopled by older persons. Revitalization of the countryside and retraining of the older rural population were called for.

Finally, in the words of a U.N. summary, "The skills of the aging population should not be dispensed with lightly. In the view of many member states...the aim of aging policy should be to offer the aging options for retirement or for continuation of work." ■

Pepper and Chiles accept honorary posts

The chairmen of the House Select Committee on Aging and the Senate Special Committee on Aging have accepted appointment as honorary cochairmen for the 1981 White House Conference on Aging, with assurances they will work to make it a success.

In his letter to President Carter, who made the appointments, Senator Lawton Chiles of Florida recalled that "in the ten years since the last White House Conference on Aging, we have increased Social Security payments, passed legislation prohibiting age discrimination, and provided larger appropriations for health and social services."

Yet, he continued, "Much remains to be done in the areas of controlling the impact of inflation and health care costs, strengthening federal and private pension plans, and developing a national policy for long-term care."

Praising Representative Claude Pepper of Florida, chairman of the House Committee, as a legend in his own time in the "field of aging," Chiles promised to "work with my colleagues in both the House of Representatives and the Senate to ensure the success of the Conference."

Pepper thanked the President for "kind words . . . about my work," and continued, "the accomplishments you cite—legislation to curb mandatory retirement, rescue the Social Security system from bankruptcy and bolster housing, social service and nutrition programs—would not have been possible without the leadership and commitment which you have demonstrated on behalf of the elderly."

Pepper wrote that he looks forward to working "to ensure that this important event will fulfill all the promise it holds for older Americans."

Gerontologists propose positive approaches

The country can face up to the fact of an aging population without pitting younger against older citizens, participants in a meeting of gerontologists suggested.

Officials of the White House Conference on Aging met with representatives of some 26 gerontology institutes recently. They were invited by Dr. Mary Harper, director of the Conference Office of Policy and Research.

The focus should be on older persons as a resource rather than on the "burden" of Social Security and other costs, Carter C. Osterbind, director of the University of Florida Center for Gerontological Studies, argued.

"If we are not careful," he said, "we may move into the Conference with a polarization of the young and the old."

Jarold Kieffer, staff director of the Conference, said a major objective of the Conference is precisely to bring to the fore the potential resources represented by the aging. He said widely accepted stereotypes of older persons have affected the thinking of many of the elderly themselves, so that they need a change in attitude as well as opportunities for more active lives.

Agreeing with this view, others recommended that more attention be given to the attitudes of persons now in mid-career, who in later years will be moving into a world markedly different from today's.

Other participants contended Social Security and other programs for the aged properly are responsibilities rather than burdens, not essentially different from such other governmental responsibilities as education, defense or servicing the public debt. Without them, a real burden would fall on the younger generation, they said. There was agreement that improving national productivity is a key element in finding the resources to finance the needs of an aging population. ■

"I have set the year 2000 for my retirement, but I might change my mind."

—Representative Claude Pepper
at his 80th birthday celebration

New forecasting method developed

Do officials who have to plan ahead for a country's needs know how many elderly persons it will contain in 10 years, or 20? Where, in the country, most aged will live? Whether facilities for them will be both adequate and well placed?

Convinced that most do not have at hand such planning necessities, the research arm of the National Association of Counties has devised a guide for developing "a general picture of how much change can be expected in the county and its census tracts."

To keep the procedure simple and hold down the cost, the NAC method makes use of data already available from the Census Bureau and other sources. The devisers of the procedure say it could be carried out by one professional staffer in a week or two, using a pocket calculator.

The method was worked out in actual practice on five selected counties, a two-year undertaking supported by a grant from the Administration on Aging. The counties are Contra Costa, California: Plymouth, Iowa; Rensselaer, New York; Summit, Ohio; and Lee, Mississippi.

Corporate world addresses older workers

How can the corporate world meet the needs of a population that is growing older and living longer? Many corporations across the country have begun pre-retirement programs.

Travelers Insurance Company has announced a pilot retirement planning program for its employees as a first step in a major long-term outreach to Americans 65 or older.

In this program, employees and their spouses will investigate financial planning, use of leisure time, second career options, living arrangements and other retirement-related subjects.

"In the coming years, we will face a shrinking supply of younger workers. In such an environment, it may be possible to offer work and retirement options which are attractive to older persons and which make it possible for them to use fully their capacities," said Morrison Beach, chairman of the board of Travelers. He is a member of the Advisory Committee to the 1981 White House Conference on Aging and chairperson of its Technical Committee on economic aspects of age-integrated society.

"Older Americans have become more aggressive in their pursuit of active and productive lives," Beach said. "No longer content to sit out retirement on the sidelines, many are, and want to become, involved in their communities, jobs and post-retirement careers."

The Travelers National Leadership program includes surveys designed to assess the needs of retiring employees, as well as volunteer programs of public information dealing with special areas, such as crime protection.

The company is also considering a study of financial needs and special insurance requirements of older Americans. ■

AFL-CIO urges members to participate in White House Conference on Aging

The AFL-CIO is urging labor union members to participate in the 1981 White House Conference on Aging and its preliminary activities.

Bert Seidman, director of the federation's department of Social Security, wrote to the principal officers of state central bodies and larger city central bodies, some 600 in all, "I urge you to become involved in your state's White House Conference on Aging effort by contacting your governor to secure appointment of labor representatives as delegates and by making sure that organized labor actively participates in state conferences."

His letter outlined the delegate selection process and the functions of state conferences and enclosed additional background material.

The Social Security department, associate director Larry Smedley said, acts as a clearinghouse for information on the Conference. It has already filled numerous requests from local unions and central bodies.

With so many as one million retired workers still maintaining membership in their unions, the AFL-CIO represents a substantial segment of the Conference's constituency, Smedly said. One of its major concerns is employment opportunities for older workers, those who would have most trouble finding jobs if or when they are laid off.

But he said the big labor organization is actively interested in all the age-related matters that affect not only the retired members, but those still to retire, including Social Security, private pensions and health care.

Deep in Louisiana's Acadian country, a community forum has developed into a major event for the city of Houma and the surrounding countryside. Mayor Edward P. Lyons (center) and Vice President Calvin P. Bodden of the Terrebonne Parish Police Jury, sign proclamations declaring November 6th White House Conference on Aging Day. Looking on is the coordinator of the conference, Father Michael Finnegan, long active in aging causes. Adapted to an area where French sculture strongly survives, the program includes singing of the national anthem in French and provision for participants to make their statements in that language if they prefer to do so.

A child born in 1977 can expect to live 26 years longer than a child born in 1900.

Letter from the Director

November 1980

Dear Friends:

A fellow named Charley Monohan from Binghamton, New York, dropped me a postcard this past week. Charley stated his concerns pretty concisely and since they follow similar views expressed by many, many people to me over the past ten months, I thought I would share them with you.

"Hi!

I want to have some input, oral or written. I am ashamed of a society that has people in cities trying to get along on very low income. Also, I hang my head when the elderly have to stand in line to get so-called benefits. I certainly hope that the people that do get to go to the Conference have the guts to tell it as it is. To all that are doing this good work, my best wishes.

Thank you.

Charley Monohan"

I want to repeat one of Charley's concerns: "I certainly hope the people that do get to go to the Conference have the guts to tell it as it is."

I hear that fear expressed in countless ways in countless gatherings as I travel around this country. I suspect that people who express such doubts believe conferences are comprised of experts and professionals, while "real people" have little to no say.

Or they believe that if such people are in attendance, still for one reason or another they do not speak up and make known their views or concerns.

Or that, even if they do speak up, even if they have the "guts to tell it as it is," their blunt words and comments will be sanitized by the time the record of the Conference is completed and printed.

Whatever the reasons behind this common fear, it is too widely held to be discounted.

We can't just sit back and listen. We must devise a Conference process that truly permits the Charleys of this nation to "tell it the way it is." The Conference result must reflect reality. If our recommendations do not, we need not have much hope that they will be listened to by the policy makers.

"Telling it the way it is" does require "guts," and not only from the elderly who experience the type of deprivation and indignity described by Charley. "Telling it the way it is" also means being honest as to what can be done to assist in solving some of these problems.

Promising a utopia that doesn't exist and is not attainable is not "telling it the way it is."

☆ U.S. GOVERNMENT PRINTING OFFICE: 1980 O— 333-241

Unfairly raising expectations of the elderly is not "telling it the way it is."

A hard, honest assessment of our problems--an equally hard and honest assessment of the solutions that are available would take real "guts" but would be "telling it the way it is"--an often unpleasant reality.

We'll do our best, Charley, "to tell it the way it is."

And we'll also do our best to devise a Conference process that will enable the Charley Monohans of our country loudly and clearly to "tell it the way it is." One more promise, Charley. This Conference leadership won't sanitize the record to remove the hard, tough comments that describe too often the life and plight of too many of our elderly.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

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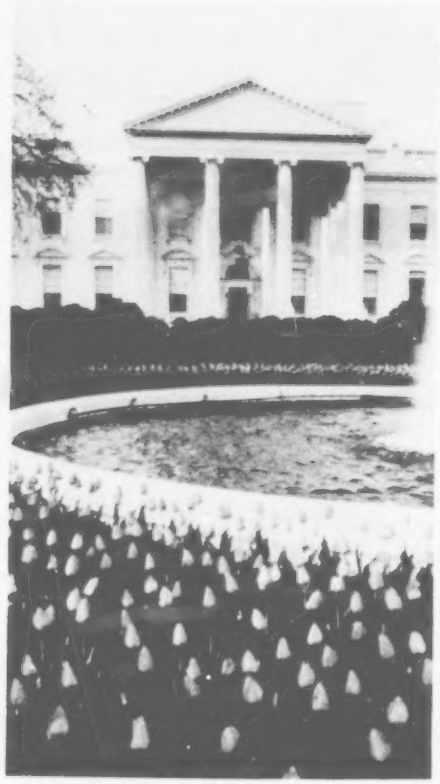

report from the White House Conference on Aging

Number 8, December 1980

Variety spices mini conference talks

Services rendered the elderly by private and voluntary organizations become all the more important in a time of limited funding for government activities, participants in a Mini Conference on the Voluntary Sector agreed.

At the gathering in Washington, D.C., representatives of more than 100 voluntary organizations asked for greater representation of the voluntary sector in policy making and for the development of program standards.

The conference was sponsored by the National Voluntary Organizations for Independent Living for the Aging (NVOILA), an arm of the National Council on Aging.

That council also sponsored a Mini Conference on Linking the Generations. A variety of suggestions emerged, such as better education on the aging process, zoning that

Chicago Sun-Times photo

Intergenerational activities, the subject of a mini conference, are an old story to Foster Grandparents, like retired Pullman porter Fred Grimes. Here he is taking his nursery school charges on a field trip.

Dr. Alexander calls for cooperation

Translating the recommendations of the 1981 White House Conference on Aging into fact will require close cooperation among government, private enterprise and the voluntary sectors of U.S. society, Chairperson Sadie T. M. Alexander says.

In her keynote address to the Hawaii State Conference, the 82-year-old Philadelphia attorney said some adjustments are "inherent with a change in administration." But, she added, "We will not backtrack in our sensitivity to the voices of the lay elderly, the ethnic and racial minorities, those living in urban or rural areas, nor aging women."

Other state conferences in recent weeks brought more than 1,200 delegates to Baltimore, nearly 300 to rural Fairlee, Vermont, despite inclement weather, and more than 1,000 to East Providence, Rhode Island.

Among themes emphasized at the conferences were the need for activities leading to intergenerational understanding and cooperation, more assistance for home health care and better transportation facilities, especially in rural areas.

encourages intergenerational housing, opportunities for both young and old to perform services for the opposite age group and use by colleges of the expertise of the elderly.

Other aspects of education were the subject of a Mini Conference on Life Long Learning.

Sandra Timmerman, director of the Lifetime Learning Institute of NRTA-AARP, commented, "What we're talking about is empowerment of the elderly: How can education get people to be more independent and self-sufficient? Once they're equipped to do that, they can go on to help other people in the community and truly serve as a national resource."

The Institute was a major sponsor of the mini conference.

Rejecting the "melting pot" concept, participants in a Mini Conference on the Euro-American Elderly called for greater government sensibility to the diverse cultures in American society, with specific recognition of Euro-Americans as a clearly identifiable group.

Recognizing the extent to which ethnic elderly traditionally have looked to informal sources of support --family, friends and neighborhoods--speakers called for policies to strengthen these. Neighborhoods especially

Calendar

January	
5-8	Mini Conference on Hispanic Elderly / Los Angeles, CA
7-9	Mini Conference on Black Elderly / Los Angeles, CA
11-13	Mini Conference on Hearing Impaired Elderly / Washington, DC
11-13	Mini Conference on Low Vision / Washington, DC
13-15	Mini Conference on Elderly Poor / Kansas City, MO
14-16	Mini Conference on Alcoholism / Racine, WI
15-16	Mini Conference on Pacific-Asian Elderly / San Francisco, CA
15-16	Mini Conference on Foundations / New York, NY
16-17	Mini Conference on Savings / Alexandria, VA
25-27	Mini Conference on Elderly Poor / Washington, DC
26-27	Mini Conference on Senior Centers / Washington, DC
31-Feb. 3	Mini Conference on Arts and Humanities / Philadelphia, PA
February	
1-3	Mini Conference on Urban Elderly / Albuquerque, NM

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Leon Harper, Associate Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

Importance of voluntary services to the elderly was emphasized at a mini conference sponsored by the National Voluntary Organizations for Independent Living for the Aging. Participants included, left to right, General John McMahon, chairman of NVOILA, Sheila Raviv, director; Brother Joseph Berg, National Conference of Catholic Charities; Barbara Chandler, National Council on Family Relations; Howard Hallmen, Civic Action Institute; Jack Ossofsky, executive director, National Council on the Aging, and Glenn Allison, National Association of Social Workers.

should be taken into account in the planning and delivery of services, one resolution said. Another called for new tax and other incentives to encourage families to continue caring for the elderly.

The Baltimore gathering was sponsored by the National Center for Urban Ethnic Affairs and Catholic University's Center for Pre-Retirement and Aging. ■

AoA: Conference's strong ally

The Administration on Aging sheltered the fledgling 1981 White House Conference on Aging when it was first authorized and has been a staunch and significant supporter of the growing Conference activities.

At the request of the Conference leadership, Commissioner Robert C. Benedict of AoA has provided substantially more than $2 million of the Conference's funding: $550,000 for the expenses of mini conferences on specialized subjects; $600,000 to assist with the expenses of state conferences and $1.2 million for expenses of Conference delegates.

The assistance has gone well beyond these direct contributions. Many state and area agencies which receive AoA support have used their funds to help finance community forums, expand state conferences

Robert C. Benedict

"This whole process was meant to start from the grass roots level. . . .The most important thing is the grass roots level."

—Leon Harper,
WHCOA associate executive director,
to a community forum
in Syracuse, N.Y.

and otherwise contribute to the essential preliminary activities of the Conference.

Jerome R. Waldie, executive director of the Conference, has expressed his gratitude for Benedict's personal commitment to its success.

"Without the AoA contribution," he said, "the Conference would be far less able to attain its stated goals."

Photo by Sue Boyer, Easton (Pa.) Express

What Edith Gowans of Long Valley, N.J., wanted for her 69th birthday was to drive an 18-wheeler truck. A New Jersey firm obliged with truck, birthday cake and instructor. Climbing out of the cab after a 30-mile drive, she said, "I can honestly say my 69th birthday was the best I ever had."

AoA's assistance was the more welcome, Waldie said, since it came with no strings attached.

When the legislation establishing the Conference was enacted in 1978, Benedict, at the direction of the Secretary of HEW, took the initiative in setting up facilities for carrying it out. He assigned members of his own staff and brought in additional personnel to create a pre-planning office. Later, with the collaboration of Dr. Robert Butler, director of the National Institute on Aging, and Martha Keys, then an assistant to the Secretary of Health, Education and Welfare, the small group was developed into an interim Conference office to function until regular funding and

NRTA/AARP photo

Cy Brickfield, NRTA/AARP executive director, and Senator Lawton Chiles of Florida, chairman of the Senate Special Committee on Aging, took part in a mini conference on energy in St. Petersburg. Seated between them is Debbie Kilmer of the committee staff.

staffing could be provided.

Among other things, the preliminary planning group developed the budget request that resulted in the initial appropriation, the first directly for the Conference, of $3 million. A request for a second, similar amount, is pending.

The scope of AoA's contribution is indicated by the list of mini conferences wholly or partially funded by the agency. These conferences, some already held and some still to come, with their sponsors, include:

Black Elderly, National Center on the Black Aged, three conferences in Atlanta, Detroit and Los Angeles; Hispanic Elderly, Asociacion Nacional pro Personas Mayores, Los Angeles; American Indian Elderly, National Indian Council on Aging, Albuquerque, N.M.; Pacific/Asian Elderly, National Pacific Asian Resource Center on Aging, San Francisco.

Urban Elderly, Urban Elderly Coalition, Chicago; Rural Elderly, Green Thumb, Inc., six conferences, East Hartford, Ct., Jacksonville, Fla., Sioux Falls, S.D., Owensboro, Ky., Oklahoma City, and Sacramento, Cal.; Women, Western Gerontological Society and Older Women's League Educational Fund, Des Moines, Ia.; Spiritual Well-Being, National Interfaith Coalition on Aging, Cincinnati, Ohio; Corporate Sector, Western Gerontological Society, Phoenix, Ariz., partial funding.

Housing, National Council of Senior Citizens, Washington D.C., partial funding; Mental Health, American Psychological Association, American Psychiatric Association, National Association of Social Workers and

Forums highlight transportation needs

The need felt by elderly and handicapped persons for adequate transportation was the concern most frequently expressed at a recent round of community forums in Pennsylvania.

Gorham L. Black, Jr., secretary of the Pennsylvania Department of Aging, advised the 1981 White House Conference on Aging that transportation came to the fore on 64 separate occasions as elderly persons and those working with them met to record their views for Conference consideration.

Overall, 11,054 Pennsylvanians have participated in 229 community forums.

Beside the problem of transportation, described as particularly acute in rural areas, needs repeatedly brough up at forums included cost containment in Medicare and Social Security; coverage of prescription costs and a ceiling on drug prices; more publicity for programs aiding the elderly; inclusion of homemaker service under Medicare; provision of adequate housing, and tax incentives for families caring for older members.

Birren gets research award

Dr. James E. Birren, chairperson of the White House Conference on Aging Technical Committee on Research, has been awarded one of the two 1980 Brookdale awards by the Gerontological Society of America.

The $20,000 award is for social and behavioral research.

Dr. Birren, a psychologist specializing in issues of adult development and aging, is director of the Institute for the Study of Retirement and Aging of the University of California at Los Angeles, and executive director of the Andrus Gerontology Center. His research has focused on the causes and consequences of the slowing of behavior with advancing age and on the differences between manifestations inherent in aging and those attributable to ill health and other factors.

The Brookdale award for biological and clinical research went to Dr. Leonard Hayflick, senior research cell biologist at the Children's Hospital Medical Center in Oakland, California.

Participants in the Arkansas state conference discussed the need for more research on housing, transportation and medical care.

American Nurses Association, San Diego, Cal.; Voluntary Sector, National Council on Aging (NVOILA), Washington, D.C.; Media, Gray Panthers, New York; Foundations, Brookdale Center on Aging of Hunter College, New York.

Hearing Impaired Elderly, Self Help for Hard of Hearing People, Inc., Washington, D.C.; Long Term Care, American Association of Homes for the Aging, National Home Caring Council, American College of Nursing Home Administrators, American Association of Area Agencies on Aging, National Association of State Units on Aging, National Council of Health Centers, American Hospital Association, National Association of Home Health Agencies, National League of Nursing, Home Health Services and Staffing Association, Reston, Va.; Nonservices Approaches to Aging, SRI International, Menlo Park, Cal.; Senior Centers, NCOA/National Institute of Senior Centers, site to be chosen.

This impressive list of mini conferences represents one of the most significant new initiatives of the 1981 White House Conference on Aging. The numbers of organizations and individuals thereby enabled to participate in Conference activities has increased significantly. The capacity to examine the important issues assigned to these mini conferences has also greatly increased. Finally, the coalition of interested organizations and individuals resulting from mini conference activity represents an important potential for post-conference implementation of Conference recommendations.

"It is no overstatement to credit Commissioner Benedict with providing the resources to make possible these important contributions to the White House Conference on Aging. Without his understanding and support, the mini conferences would not have come into being," Executive Director Waldie stated. ■

New Medicare coverage proposed

Expansion of Medicare to include optional coverage of dental, eye and hearing care and aids, prescription drugs and physical examinations, is proposed in a report of the House Select Committee on Aging.

The report also suggested that doctors be encouraged to accept assignment of Medicare repayment by being given a tax credit. Most doctors now bill Medicare patients for services rather than accept assignment, under which they receive only the standard Medicare payment rates. The proposal would give doctors accepting assignment up to $25,000 in direct deduction from their taxes.

The extended coverage, under the committee proposal, would constitute a Part C of Medicare. Part A under existing laws covers some hospital expenses without cost to the patient; Part B, for which the recipient pays a premium, applies to doctors' fees and other costs. The proposed Part C would be optional, like Part B, and would require a similar premium.

The report also recommended liberalizing Medicare coverage of home health care benefits. It called for increased funding and other measures to deal with fraud.

The committee chairman, Rep. Claude Pepper of Florida, commented earlier, "Older Americans are grateful for Medicare but there is an increasing feeling that their benefits under the program are evaporating and that they are being shortchanged. Congress must act, and act soon."

Citing statements by President-elect Ronald Reagan, Pepper said the report demonstrates "a great deal of common ground between our committee, the Congress and the President-elect."

Conference gives business opportunity

United States business is being told that the 1981 White House Conference on Aging offers it "an unprecedented opportunity for direct involvement in policy making on the aging issue."

This is the theme of a pamphlet emphasizing the importance to the private sector of the aging in America, with all its implications for labor supply, Social Security and private pension financing, and political power shifts.

"Clearly, business must begin to deal with the critical policy questions, including social and economic pressures, or face an immediate future of new regulations, litigation and increasing public hostility," the brochure, produced with the help of Atlantic Richfield Company, warns. It urges business to become involved in the preliminary activities of the Conference, emphasizing the role of its Advisory Subcommittee on Private Sector. This group is headed by Dr. Virginia Boyack, vice president of California Federal Savings and Loan Association and a specialist in life planning.

The pamphlet notes that the proportion of young people entering the work force is declining, aggravating a shortage of skilled workers, while the proportion of elderly pensioners is increasing:
"As a nation, we are still too willing to allow our most valuable resource--trained manpower--to walk away from the job, particularly since industry may find itself scrambling for qualified people in the next 10 to 20 years."

"Older workers are a clear alternative."

To extend work lives or entice retirees back, the options listed include work-sharing, flextime, compressed workweeks, retraining to fill entry-level jobs, special assignment, second careers and gradual retirement, and "the list of possibilities will grow as new ideas surface in the months ahead." ■

Meeting the press at the Mini Conference on Black Elderly held in Detroit last month were: Administrative Assistant to Representative Donald Riegle (D-Mich.) James Sharp, WHCOA Director of Policy and Research Dr. Mary Harper, National Center on Black Aging director Dr. Dolores Davis-Wong, and WHCOA Advisory Committee member Dr. Aaron Henry.

Heinz to head committee

Senator H. John Heinz of Pennsylvania, who is in line to be chairman of the Senate Special Committee on Aging in the new Congress, has been deeply involved in affairs of the elderly throughout his congressional career.

In the House, where he served from 1971 to 1977, he was instrumental in setting up the Select Committee on Aging and became one of its original members.

He has supported the White House Conference on Aging, employment opportunities for the elderly, long-term care, assistance in coping with mounting utility bills, and he has opposed taxation of Social Security benefits. His special interest in problems of minority aged was shown in hearings he conducted in Philadelphia earlier this year.

Senator Heinz will succeed as chairman Senator Lawton M. Chiles of Florida, head of the committee in the outgoing, Democratic-led Congress.

Aging doesn't mean mental decline

Normal aging does not lead to severe mental impairment and some conditions causing it can be cured or at least helped, a medical task force reports.

An estimated 10 percent of persons older than 65 have clinically important intellectual impairment, but preliminary studies suggest that 10 to 20 percent of these suffer from conditions that might be reversed, according to the task force sponsored by the National Institute on Aging. Its findings, entitled "Senility Reconsidered," were published in the Journal of the American Medical Association.

The list of disorders that can cause reversible mental impairment is long, but the most common causes are therapeutic drug intoxication, depression and metabolic or infectious disorders, the task force said. It said doctors diagnosing patients should pay special attention to medications the patients may be taking, even inspecting their medicine cabinets to see whether they contain old or duplicated prescriptions.

"Early symptoms of dementia...are failing attention, memory, and declining mathematical ability," the report said.

"Errors of judgment, irritability, personality changes, loss of sense of humor, or poor orientation may indicate to those around the patient that intellectual function is progressively deteriorating."

Social Security cut poverty two-thirds

"We estimate that if there were no Social Security there would be three aged poor persons for every one we now classify as poor," Social Security Commissioner William J. Driver told the Senate Special Committee on Aging.

Despite the short-term financing problem it now faces, the program must be considered an effective and efficient success, Driver said, adding, "I have every confidence that the new administration and the new Congress will continue in the tradition of the past 45 years of meeting our Social Security commitments."

While he cited findings that Congress will have to act in 1981 to assure immediate financial stability for the system, Driver said the aging of the population will not keep Social Security from achieving an overall surplus of income over outgo over the next 25 years. Problems will come later, he agreed, and he listed without recommendations various options that have been suggested for coping with them.

One such proposal is to gradually raise the standard retirement age beyond 65. Driver said the 65-year mark may well have been chosen arbitrarily, but added, "the fact it has been endorsed for so long has established that number as a given in the public mind. Before any decision about changing it can be wisely made, a great deal more study and discussion of the issue need to take place. This will require cooperation and open disucssion among government, representatives of workers, employers, the aged and others."

Driver said there was a slight drop during 1978 and 1979 in the proportion of workers retiring under Social Security before 65, but that the proportion now seems again to be increasing.

Even if an elderly person's impairment is irreversible, the report continued, much can be done to reduce the severity of its manifestations: the disoriented should be given repeated information about time and place; marginally oriented persons should be moved to new locations as infrequently as possible; bright lighting and appropriate eyeglasses should be provided; speaking techniques and in some cases provision of hearing aids may help.

Note: Requests for reprints of "Senility Reconsidered" and for further information should be addressed to National Institute on Aging, National Institutes of Health, Bethesda, Maryland 20205 ■

Advisory Committee gets progress reports

The National Advisory Committee of the 1981 White House Conference on Aging heard reports at its meeting in November that preliminary activities are proceeding on schedule and producing materials for consideration at the general session.

The National Institute on Aging, represented at the session by its director, Dr. Robert N. Butler, was host to the meeting on the grounds of the National Institutes of Health. Dr. Sadie T. M. Alexander, chairperson of the Conference, presided.

The session began with an overview of the National Institutes of Health by Dr. Donald Frederickson, executive director.

Actions taken included adoption of two resolutions.

One urged governors, members of Congress and others with authority to appoint delegates to insure adequate representation of lay volunteers who have assumed leadership of senior citizen organizations. The attendance of "these nonprofessional but often highly experienced and deeply motivated older citizens," the resolution said,

Scenes from last month's meeting of the WHCOA Advisory Committee (clockwise from top right) include: Chairperson Sadie T. M. Alexander at the lectern; Committee members listening to a speech by National Institute on Aging director Dr. Robert Butler; and a coffee break being enjoyed by Dr. Aaron Henry, Dr. Butler, Dr. Tarek Shumann, and Robert Ball.

is essential in assuring a proper balance in the Conference.

The resolution was introduced by Jacob Clayman, president of the National Council of Senior Citizens, and seconded by Aaron E. Henry, long-time civil rights activist in Mississippi and chairman of the National Caucus on the Black Aged.

The other resolution, offered by Robert N. Ball, senior scholar at the National Academy of Sciences and former Social Security commissioner, said:

"The Advisory Committee is of the view that the work of the White House Conference on Aging should proceed on the assumption that existing programs of special importance to the elderly should not be cut back as a result of budget pressures and that any changes in such programs should result in making them more effective. The Conference should proceed to address the needs of the elderly and vigorously press for program improvements to help meet those needs." ■

Robert M. Ball

Letter from the Director

December 1980

Dear Friends:

My office has been deluged with calls from people wanting to know what impact the election of a new President will have on the White House Conference on Aging.

Though the answer to that question can only be given by the new administration, there are some possible areas that might be subject to change if the new people in town so desire.

First, the leadership of the Conference may be altered if the incoming new Secretary of Health and Human Services believes change is necessary.

It is my own view that few changes will in fact be made in the leadership of the Conference. I believe the Advisory Committee, the Technical Committee and the chairs of the Conference will be retained as important, professional, and non-political contributors to a successful Conference.

I, as Executive Director, represent a different situation. I have been and remain a partisan Democrat supported by and supportive of President Carter and his policies. The President-elect rightfully should request my resignation and, in fact, I will submit it to him.

It is possible other staff changes might be demanded by an incoming new executive director, but given the non-partisan nature of the present staff and given its considerable success and capacity, I do not anticipate such action.

Three million dollars of the Conference budget remain unapproved by Congress and the new administration. Though the Carter Administration supported that budget, it is not clear whether the Reagan administration will be equally supportive. If the $3 million is denied, a very important aspect of the Conference will be jeopardized, namely, the participation of low income people. The $3 million was to be primarily used for transportation, hotel and meal costs of the 2,000 delegates to the Conference. Without that money, the Conference delegates will be required to pay their own expenses and this will produce a Conference that will be composed of middle or high income elderly; clearly unrepresentative of the nation's elderly as a whole.

The regional conferences scheduled for national delegates in four regions of the country starting in mid-August and ending in early September are also subject to cancellation.

Such a move would, in my view, seriously reduce the ability of the delegates to become familiar with the many issues confronting them and would reduce the capacity of those delegates to produce a thoughtful and well-considered National Conference report.

Depriving the states and regions of regional hearings would also have the effect of eliminating an important opportunity for emphasizing state and regional issues and would reinforce the mistaken belief that we believe all problems are to be solved in Washington.

Beyond these areas, I am persuaded the Conference process is not threatened to any significant degree. The community forums have been completed, the mini conferences are nearly concluded, the technical committees have mostly finished their examination of the issues and the state conferences are either scheduled or concluded.

Thus, the major portions of the Conference process are so firmly established that nothing would be gained by seeking to ignore their contribution even if such a mistaken view would find a voice in the new administration.

Finally, let me hasten to add in a positive note that all indications that I have received from the transition team representatives have been supportive and reassuring. At no time have the Reagan representatives on the transition team suggested changes in the process of the Conference.

We are proceeding, therefore, on the assumption that the new administration will feel sufficiently comfortable with the process now underway and that they will make no drastic changes in that process.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

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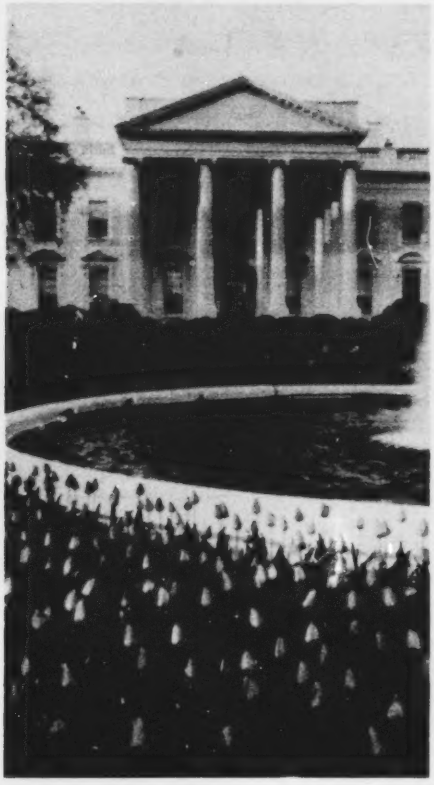

report from the White House Conference on Aging

Number 9, January 1981

Regional hearing sites set

Locations have now been designated for the four Regional Hearings at which delegates to the 1981 White House Conference on Aging will hear and have an opportunity to question spokesmen for states and interested groups, as final preparation for the national Conference.

"We are pleased to be able to use college campuses for this function ," Executive Director Jerome R. Waldie said. They are more convenient and less expensive than "downtown" sites, he said.

Seniors urged to consider new business

A series of demonstrations to encourage persons over 55 to consider small business operation as a second career will be developed by the American Association of Community and Junior College in collaboration with the Administration on Aging.

Further information about the regional demonstrations is available from Carol Eliason, director, AACJC National Small Business Training Network, One Dupont Circle, N.W., Suite 410, Washington, D.C. 20036.

Locations and times of the Regional Hearings:

- Southern, Meharry Medical College and Fish University, Nashville, Tennessee, August 9-12.
- Northeast, Columbia University, New York, August 17-20.
- Midwest, Ohio State University, Columbus, Ohio, August 30-September 2.
- Western, University of California, Los Angeles, California, September 13-16.

The geographical breakdown for the Hearings is:

Southern---Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia, West Virginia.

Northeast---Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Puerto Rico, Rhode Island, Vermont, Virgin Islands.

Midwest---Illinois, Indiana, Iowas, Michigan, Minnesota, Missouri, Ohio, Wisconsin.

Western---Alaska, American Samoa, Arizona, California, Colorado, Guam, Hawaii, New Mexico, North Dakota, Northern Mariana Islands, Oklahoma, Oregon, South Dakota, Trust Territories of Pacific Islands, Idaho, Kansas, Montana, Nebraska, Nevada, Utah, Washington, Navajo Tribe, Wyoming.

Preparations for designating leadership for the Hearings and requesting testimony are still underway and will be announced at a later date. ■

report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
Jerome R. Waldie, Executive Director
Leon Harper, Associate Executive Director
Jarold A. Kieffer, Staff Director
Ghita Levine, Director of Public Affairs

Cover photo: Intergenerational fun is nothing strange to this picnicking pair, a Japanese-born grandfather and his American granddaughter.

Minority issues aired at mini conferences

Concerns of the minority elderly will be given a great deal of weight at the 1981 White House Conference on Aging as a result of a series of mini conferences

designed to develop specific recommendations on minority issues.

At three separate meetings in California during January, the concerns of the Hispanic, Black and Pacific-Asian elderly were addressed and recommendations developed for forwarding to the 1981 national meeting.

The Mini Conference for Black Elderly, the third of a series of three, was held January 7-9 in Los Angeles, while the Hispanic Elderly met January 5-8 in the same city. The Pacific-Asian Elderly convened in San Francisco January 15-16.

Each of the conferences worked at devising recommendations to the White House Conference on income issues, health care, employment and housing, which are primary concerns of each of the groups.

"While each minority group shares many of the same concerns, we have to begin to place the right amount of weight and priority on these issues, according to the wishes of that group," Jerome R. Waldie, director of the White House Conference on Aging said.

These three meetings were among the last of more than 30 mini conferences that began to be held in September 1980. Each was organized by a group with special interest and expertise in an issue affecting the elderly. The findings and recommendations of the mini conferences will go to the delegates to the full 1981 White House Conference on Aging, which convenes in Washington November 30. ■

NIA strong Conference supporter

The National Institute on Aging and its director, Dr. Robert N. Butler, have been early and strong backers of the 1981 White House Conference on Aging, helping it especially with participation and services.

A major contribution of NIA, which is part of the National Institutes of Health, has been assignment to the Conference staff of senior NIA personnel. This means a budgetary saving of more than $100,000 to the Conference. Another $60,000-equivalent contribution was in temporary assignments during the early planning phases.

NIA also is contributing assistance, estimated at $165,000, in the preparation of papers on health for Conference delegates. It has already provided help in production of graphics for the White House Conference on Aging.

Additional NIA support includes arrangements for World Health Organization participation as international observers at the Conference.

Among Dr. Butler's own contributions are participation in many planning and policy meetings and acting as host to the 1980 meeting of the NCoA Advisory Committee.

"Dr. Butler has been most supportive of the Conference and has generously placed at our disposal much of his personal time and much of the resources in research found at the NIA. The emphasis of the 1981 White House Conference on Aging on aging research is largely due to Dr. Butler's encouragement and assistance," Executive Director Jerome R. Waldie stated.

Calendar

January	
25-27	**Mini Conference on Elderly Poor / Washington, DC**
26-27	**Mini Conference on Senior Centers / Washington, DC**
31-Feb. 3	**Mini Conference on Arts and Humanities / Philadelphia, PA**
February	
1-3	**Mini Conference on Urban Elderly / Albuquerque, NM**

Cartoon courtesy of the Council on Interracial Books for Children, New York City

Late years harder on women

"By every economic measure, women are more deprived in their later years than are men." A new study, "Older Women: the Economics of Aging," reaches this conclusion and underlines its significance with some statistics:

In 1978, there were in the United States 14.3 million women aged 65 and older and only 9.8 million men; women at 65 had a 4.3 year longer life expectancy than men; among those 75 or older were 5.8 million women and 3.3 million men.

The study was made by the Women's Studies Program and Policy Center of George Washington University in conjunction with the Women's Research and Education Institute of the Congresswomen's Caucus.

The special problems of older women are among the major concerns of the 1981 White House Conference on Aging. A preparatory mini conference on the subject was held in October, developing recommendations for the national meeting.

The George Washington study, addressing independently many of the questions that came to the fore in the mini conference, called for broad-based discussion to increase public awareness of the different impact of retirement and other programs on those of different sexes, ages, races, ethnic groups and marital status.

The report noted, for example, that

(continued on page 5)

Children's books feature poor images of elders

"If we are to counteract ageism, one place to begin... is with children's picture books," the Council on Interracial Books for Children says.

The Council is the only organization that screens children's literature for ageism, according to its director, Brad Chambers. "It's not a popular activity either," Chambers said. "These stereotypes are hard for people to part with."

The Council's Bulletin published a 1976 survey by Edward F. Ansello of the University of Maryland of 549 picture books in a nearby public library system, which concluded:

"Ageism pervades children's first literature. When older characters are always portrayed as sweet, little or slow and are seldom depicted as capable of self-care or as active or productive, then we must acknowledge that children's literature with its present focus is a disservice to society."

Nearly 84 percent of the books, according to the survey, had no older characters at all; in fewer than 4 percent was an older character the principal one.

"When older people are in a story (which is rare)," Ansello wrote, "they say rather than do, and, on the whole, they perform mundane, uninteresting tasks rather than insightful, creative ones."

Physical descriptions of the older characters, he said, "are flat and uni-dimensional--as if saying someone is 'old' says all that needs to be said."

The study cited some honorable exceptions among the picture book characters--some active and robust grandfathers, a "modern" grandmother displaying self-sufficiency and independence of mind, a great-grandmother who plays games and teaches useful skills. ■

the traditional 65-year retirement age is based on what was taken to be the normal working life of men, but that women's lives follow a different pattern, especially for the vastly increased number who work outside their homes.

Women may withdraw from the labor force to rear young children, and return later; widowhood or divorce may propel them into the labor force at much later ages than are typical for men and, statistically, they live longer.

Among the aged, according to the study, women accounted for 70 percent of those living in poverty, and the incidence of poverty was especially high among Black aged women and all unmarried women.

Among many policy options suggested for study and action were better adaptation of public and private pension plans to the realities of widowhood and divorce; public education as to the value of older persons as employees; counseling, retraining, opportunities for part-time work and flexible hours; better coordination of public programs for the elderly and better transportation to the sources of service.

The study cited estimates that there are between 3 and 4 million "displaced homemakers"—women generally over 35 who have lost their means of support because of death of husbands, separation or divorce; who have little work experience and are not eligible for Social Security or other pension or for unemployment insurance. Three-quarters of the women heading single-parent families received no child support from fathers.

"Older women are victims of a particular synthesis of sexist and ageist prejudice in the labor market," the researchers concluded. They said many settle for low-paid unskilled jobs because their skills are outmoded, they lack formal work experience and cannot get credit for activities outside the work force and furthermore lack counseling and knowledge of job opportunities.

Conference moves into high gear

As the White House Conference on Aging moves well into its own year--1981--the preparations that began with small and scattered meetings and tentative plans more than a year ago increasingly are seen to be building a solid foundation for the national discussions. Some 10,000 community forums have brought together the elderly and those interested in them for the kind of grassroots concern and opinion sharing that could have been obtained in no other way. Filtering up through state organizations, some of the results of these meetings already are informing the Conference leadership of the concerns and emphases of older citizens--including some that were unforeseen.

A second major source of public input was the program of mini conferences focusing on special aims or problems. More than 30 conferences have been held. Each was organized by an interested group under the general aegis of the national Conference, but without dictation by it. The findings and recommendations of the mini conferences also are moving toward their ultimate destination--the delegates to the White House Conference.

A third important resource for the delegates is almost in final shape for them. Sixteen Technical Committees combining professional and lay expertise have been assigned the task of identifying issues and assembling the background information about them. The committees were not to limit or direct the delegates' discussions, but only help insure that they will be well informed. The committee reports are due at the White House Conference on Aging office February 1, but will not be available for distribution until late March.

Two overriding objectives of the Conference's preliminary activities were to bring about wide participation at the community levels where the elderly and those who care for them are, and to have

"Only 9 percent of white women age 65 or older and 2 percent of aged black women receive private pensions in 1975."
—Urban Institute of Washington

Watch for change in elderly

The future elderly population of the United States will not only be greater than the present one, but it will be better educated, more affluent, more sophisticated—and more forceful politically.

Reaching these conclusions, a study by the Conference Board suggests that "the 'accent on youth' and the tendency to disparage the aged" may be on their way out.

The report published by the private research organization looks ahead for the next 25 to 50 years and sees the prospect of more retirement communities, more nursing homes and heavier spending on medical care. But it also finds it likely that future retirees will, in increasing numbers, be enrolling in college courses, traveling, engaging in sports, attending concerts and plays and visiting museums and art galleries.

The Conference Board report, by economist Shirley H. Rhine, lists developments likely to counter recent years' trend toward early retirement:

- **The rapid growth of the labor force will taper off in the 1980s, opening greater opportunities for employment of older workers.**
- **Part-time employment and job-sharing may become more common.**
- **As more employees extend their working lives, employers may be more willing to provide retraining for older workers.**
- **The possibility of increasing ultimate pensions, both private and Social Security, may encourage some employees to continue work.**

(continued on page 7)

delegates better prepared than in any previous Conference for their deliberations.

The selection of the delegates who will meet in Washington November 30 is now in order. The states have been assigned 1,000 delegates, divided among them in proportion to aged population and subdivided to provide age, sex and minority balance. The method of selection is up to each state, but most delegates are chosen at the State Conferences. A few of these have already been held, but most will take place between now and the end of May.

Of the 1,000 other delegates, one will be appointed by each U.S. Senator and Representative. They have been asked to make their selection by April 1. The remaining delegates will be named by the executive director of the Conference and will include members of the Advisory and Technical Committees and members of the national organizations, with the aim of maintaining geographic and demographic balance in the total delegation and making certain no significant groups of elderly have been overlooked.

The timetable calls for all delegates to be named and given their official credentials along with accumulated briefing materials by June 1.

The delegates' function begins well before the convening of the national Conference.

Delegates will be assigned to conduct four Regional Hearings, covering the whole country as well as outlying states and territories. At these, the delegates will meet face to face with spokesmen for the states, for organizations in the field of aging and others with ideas for Conference action. There will be opportunities for dialogue and questioning. Along with the early naming and briefing of delegates, the Regional Hearings are part of the overall plan to have delegate discussions and recommendations be as informed and meaningful as possible. ■

The Technical Committee on Governmental Structures held two days of hearings in December in preparation for its report. Seen listening to testimony (left to right) Dr. Robert Agranoff, consultant; Sen. Herman M. Holloway; Doris Dealaman; Elias Cohen, Chairman; Lionel B. Cade; Charles E. Reed; and Bernie Nash, staffperson.

More mental health research sought

Why do so many elderly persons handle well threats of failing confidence and depression, while others are less able to cope with them?

Raising the question at a White House Mini Conference on Mental Health, Doris Schwartz, R.N., M.S., called for more research. She added, in her keynote speech:

"I hope that out of this Conference will come recommendations, reaching out to the delegates to next year's White House Conference on Aging, that will pave the way for using more of the knowledge we already have, getting it out of the literature, off the library shelves and into practice...

"Forty-one years of nursing experience has convinced me that the older a person or a population gets, the tougher it is to separate a physical, a psychological or a social problem...

"It takes a good deal of courage to be old in America and simultaneously to be mentally healthy...

"No one kind of program--'in institution,' 'out of institution,' 'in day care,' 'on home care,' is going to be the right answer for everyone. The chronically ill elderly need options, all of them imaginative and good." ■

• "As they become better educated, more articulate, more independent and more savvy politically, prejudice against employment of older persons . . . will probably diminish."

But the report also cautioned that, nevertheless, many workers still will choose to retire in their early 60's or before and that the growing prevalence of two-income families, able to accumulate greater savings for future use, also tends to foster early retirement.

Social Security decisions due

A new year finds planners still wrestling with what is already an old problem:

How to finance Social Security both in the current period of high unemployment and stubborn inflation, and in the not-too-distant future when there may be only two taxpaying workers to each benefit-drawing retiree.

There is little likelihood that the answer will be found by the time the White House Conference on Aging convenes, November 30, 1981.

"It's important to convey to the American people that we will maintain the integrity of the Social Security system," Richard S. Schweiker said at Senate committee hearings on confirming his nomination to be Secretary of Health and Human Services.

"It's my top priority," the former senator from Pennsylvania added, saying no final decisions have been made and cautioning that "there are no easy answers."

As 1980's homeward bound legislators left their unfinished business to their successors, there was new evidence of widespread concern over Social Security. But past experience indicates a way to pull the system out of its difficulties is always found, whatever hard choices have to be made.

Some decisions will have to be made soon, a report of Congress' Joint Economic Committee warned. It said the fund for the elderly and dependents could be in difficulty within two years, but that short range remedies are available, such as borrowing from other Social Security funds.

The long-range problem is more stubborn, as the report recognized. Moreover, hearings by the Senate

(continued on page 9)

Gerontologists provide Conference data

The Gerontological Society of America is contributing to the 1981 White House Conference on Aging by summarizing developments, opinions and problems in key areas sure to be explored at the national meeting.

The society's professional papers, one to a subject, form part of the background for what is expected to be an exceptionally well-informed gathering of delegates.

Some brief excerpts follow.

On health care: "The Medicare program focuses on providing financial support in the case of acute health problems...It is chronic health problems, however, which are the major source of disability for older people."

On long-term care: "Widespread dissatisfaction with the present national commitment to institutional care provides a compelling reason for the 1981 White House Conference to consider the need for a coordinated approach to long-term care/support in which institutional and noninstitutional components of the system may be balanced."

On housing: "If housing policy is truly to meet the needs of the diverse elderly population for a good quality of life, it must take into account the variety of living preferences older people may have."

On research and training: "Paradoxically, billions of service dollars are being spent to carry forward congressionally authorized programs, but virtually nothing is being spent to insure that the providers have the necessary knowledge and skills...

"Although there may be an overabundance of trained scientists in other areas, the number of trained research scientists in gerontology are still few."

On social services: "Too often older adults are denied

Special Committee on Aging demonstrated that most proposals for solving it are highly controversial.

The President's Commission on Pension Policy, appointed under the previous administration, has suggested an eventual increase of the standard age for retirement to 68, and the committee was told the shift would be accepted by current workers if it were made gradually, taking full effect only in 2012.

Spokesmen for some of the largest organizations of the elderly took strong exception to this proposal and to others they said would result in reduced benefits. Some, however, showed interest in suggestions for incentives for workers voluntarily to remain on the job beyond retirement age, such as a substantial increase in delayed pension payments. Meanwhile, a survey among aerospace and municipal employees in California found nearly half willing to postpone full retirement if such options as part-time jobs were available.

Criticism of the Consumer Price Index as the basis for annual adjustments of Social Security benefits precipitated another clash of opinions. Representative Robert H. Michel, the new House Republican leader, among others has suggested that Congress look into the contention that the CPI overstates cost of living increases of the elderly by putting too much weight on the housing component. But the committee also was told that the proportion of poor among the elderly is again increasing, after several years of improvement, and that a revised CPI could well result in greater, rather than smaller, benefits. This argument emphasizes the proportion of income spent by the elderly on food and medical care.

One finding in the Joint Committee report met with more general acceptance. It emphasized the importance of stimulating investment and otherwise promoting growth of private business.

services because they do not fit criteria established by the service delivery agency. Even the professional gerontologist is hard-pressed to keep informed about new and changing programs, agency rules and regulations, and the types of services available...

"Extensive research and development is required to determine more effective alternative means of service delivery which will eliminate, at lease to some extent, the frustrations and inhibitions which now arise from fragmented service programs."

On employment opportunities: "The demographic pattern now taking shape will cause a growing need for constructive and satisfying ways to keep older workers on the jobs longer."

On national retirement policy: "The decline in the birth rate will eventually mean fewer young people coming into the job market. This may produce pressures to retain older workers. If the energy crisis intensifies, there may be an increase in jobs as we depend less on automation. Continued inflation may increase the demands for part-time work for retired people...

"It is not realistic to expect the White House Conference to resolve all of the issues...What is possible is to develop consensus about the order in which retirement policy objectives ought to receive priority and the implications of these priorities for specific retirement policy issues."

On eliminating stereotypes: "Common sense suggests that the mass media are potent vehicles for crystallizing shared images in a wide audience. Media messages reach not only the 'impressionable young,' but also employers, service providers and policy makers... Americans of all ages, then, could benefit if presented with images of realistic and positive role models for old age." ■

Letter from the Director

January 1981

Dear Friends:

The nomination of Senator Richard Schweiker of Pennsylvania to Secretary of HHS bodes well for aging programs. I served with Senator Schweiker in the House prior to his election to the Senate and his attitudes and voting record on aging programs were positive and compassionate.

Certainly, aged persons need a sympathetic and understanding voice in the important Cabinet position of Secretary of HHS.

Patricia Harris, the outgoing Secretary of HHS, possessed those qualities to a great degree. Her voice was forcibly raised in Cabinet meetings and public forums on behalf of aging programs and her success in protecting those initiatives was considerable.

On a personal basis, Secretary Harris has been fully supportive of the White House Conference and of me as its executive director. She has taken an active role in the planning of the Conference and demonstrated particular interest in the competence and balance of the leadership structures of the Conference, the Advisory and Technical Committees. Her concern for grass-roots and minority elder participation at every level of Conference activity was firmly advocated and thereby, assured.

Major processes of the Conference are now coming to conclusion.

The 16 Technical Committees will conclude their examination of the issues of aging and their comprehensive reports by the end of January. The work of these committees cannot be sufficiently commended but, I am certain, will be warmly received. Each member of the committees sacrificed much time and considerable expense to assure a meaningful and productive work product. Not only will the 2,000 delegates to the Conference find these background issue papers to be of great help to them as they begin their formidable task, but, quite likely, policy makers and researchers of the future will find a wealth of information and guidance as they review these important reports.

The new and innovative process of examination of important issues of aging by mini conferences is similarly concluding. These mini conferences commenced in May of last year and all 38 of them will have concluded by February of 1981.

Approximately 100 national organizations have participated in the mini conference process as convenors. Ten thousand and more individuals within these organizations have been afforded a unique and distinctive opportunity to influence the decisions of the Conference itself and beyond that event, the decisions of the private and public sector policy makers.

These important reports will also be presented to us by the end of January. Each delegate will receive an unedited copy of these unique Conference reports. In many instances, these reports will provide delegates with special perspectives of need that might otherwise be unnoted.

Finally, the local community forums that commenced in May and were mostly concluded by December of 1980, exceeded our most optimistic projections as to numbers of forums and numbers of participants. Our latest figures on reports received from these grass-roots gatherings indicate over 10,000 such local forums were held all over the nation. We estimate several hundreds of thousands of individuals participated in a meaningful and active manner. Their views are honest and forceful and persuasive. No delegate to the Conference will be in a position of not having access to grass-roots elderly opinions as a result of this major effort.

We now move into selection of the 2,000 delegates and 2,000 observers and their role as national Conference participants.

It is our firm expectation that the planning of the Conference for the year 1981 will provide opportunities for these important national participants to be better informed and better prepared than any delegates to any preceding conference.

Given the extraordinary challenges facing aging Americans in the decade of the '80s, this enhanced capacity to propose new national aging policies becomes essential.

I am confident they will be up to that task.

Sincerely,

Jerome R. Waldie

Jerome R. Waldie
Executive Director
White House Conference on Aging

Friday, January 15, 4:30 p.m. --- I have just received a request from Secretary-designate Schweiker's office that I tender my resignation immediately and will be required to vacate my office by Friday, January 23. The Secretary advised me that Dr. Jarold Kieffer, our present staff director, will become the acting executive director. He is entitled to receive the same spirit of cooperation that has been extended to me this past year. His familiarity with the process of the Conference and its many participants should assure a smooth transition. I wish the Conference great success and will assist whenever called upon.

Jerome R. Waldie

Information in Spanish

The following information is now available in Spanish from the White House Conference on Aging:

"Fact Sheet on the Hispanic Elderly." (three pages)

"Welcome to the 1981 White House Conference on Aging." (one page)

To request single copies contact the Office of Public Affairs at the Conference.

Información en Español

La Conferencia de la Casa Blanca Sobre la Vejez tiene las siguientes dos publicaciones en español:

"Información y Estadistica Sobre Los Ancianos Hispanos." (tres paginas)

"Bienvenidos a la Conferencia de la Casa Blancs sobre La Vejez de 1981!" (una pagina)

Para pedir una copia pongansen en contact con la Oficina de Asuntos Publicos de la Conferencia.

Federal Council on Aging to monitor results

The Federal Council on Aging has formally undertaken "major responsibility for monitoring and cooperating with others to implement recommendations to emerge from the 1981 White House Conference on Aging."

A resolution to this effect was adopted at the Council's December meeting, in response to the suggestion of the White House Conference Advisory Committee.

"The Council believes that this role is in keeping with the legislative authority and function of the Council..." Msgr. Charles J. Fahey, chairman, wrote to Executive Director Jerome R. Waldie of the White House Conference.

"During the process leading to the actual Conference, especially during the regional hearings, we would hope the participation of the Council could be such that this commitment to be a monitor and advocate would be communicated to the delegates and the general public. We look forward to working with the administrative and advisory bodies of the White House Conference on Aging in 1981." ■

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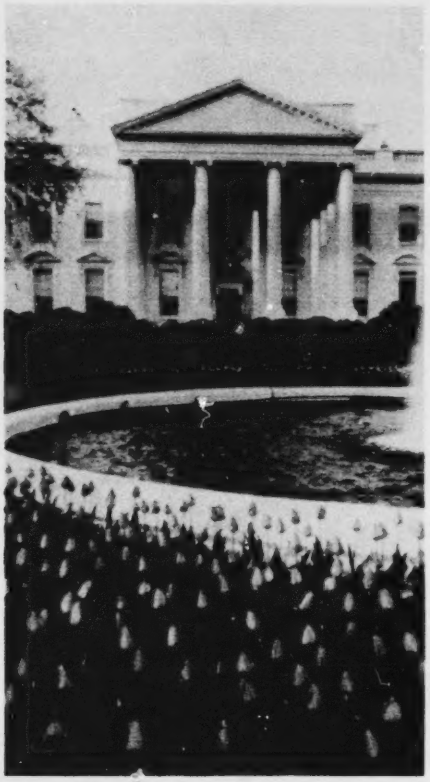


report from the White House Conference on Aging

Number 10, February 1981

Mini conferences address many issues, attract participants from many sectors

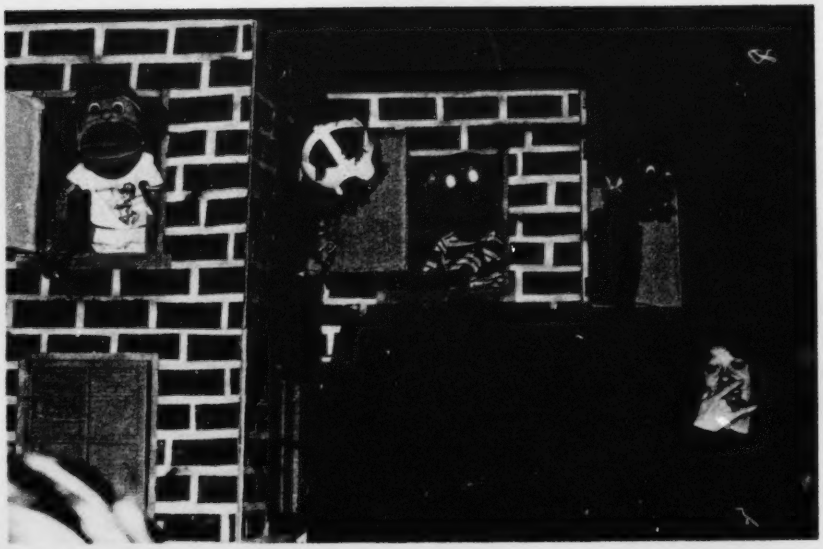
Mini conferences were at their peak during the month of January, with everything from legal services to alcoholism to arts and humanities being addressed. The following are brief outlines of some of the conferences, each of which will submit a report for the delegates to the national meeting.

Hearing Impaired

Inclusion of the costs of hearing aids under medicare and auditory access in public places were two of the chief issues to emerge from the Mini Conference on Elderly Hearing Impaired People held last month in Washington,

Scott Rutzke, Grand Rapids Press

A puppet show (right) was used to break down some negative stereotypes during the mini conference on hearing impaired. (Below) people who attended the recent Mini Conference on Hearing Impaired look over a display of some of the latest technological advances.



report from the White House Conference on Aging

Sadie T. M. Alexander, Chairperson
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Leon Harper, Associate Executive Director
Ghita Levine, Director of Public Affairs

which was sponsored by Shhh - Self Help for Hard of Hearing People, Inc.

Other recommendations to be included in the Conference's report to delegates to the White House Conference on Aging will be that a catalog of the latest technological developments in hearing aids be produced and public

Calendar

February

1-3	Mini Conference on Urban Elderly / **Albuquerque, NM**
1-3	Mini Conference on Alcoholism / **Racine, WI**
5	Mini Conference on Older Veterans / **Washington, DC**
6-7	Mini Conference on Non-Service Approaches to Problems of the Elderly / **Rosslyn, VA**
19-20	Mini Conference on Foot Care / **Arlington, VA**

March

2-5	Georgia State Conference / **Atlanta**
4	Arizona State Conference / **Phoenix**
12-13	Puerto Rico Conferences / **New San Juan and Ponce**
13-14	North Carolina State Conference / **Raleigh**
13-15	Alaska State Conference / **Anchorage**
	Utah Regional Conferences:
17	**Brigham City and Moab**
18	**Richfield, Salt Lake City, and Vernal**
19	**Cedar City and Provo**
18-20	Ohio State Conference / **Columbus**
22-26	Pennsylvania State Conference / **Hershey**
24	New Jersey State Conference / **Trenton**
24-25	West Virginia State Conference / **Weston**
24-26	Oregon State Conference / **Portland**
25	Connecticut State Conference / **Hartford**
31	Guam Conference

Cover photo: Enjoying their weekly Scrabble game are Jerry Jessick, left, and Florence Stewart, participants in the Harbor Springs intergenerational experiment. See story on page 9.

awareness be increased through the production of a series of public service announcements.

A special feature of the conference was the appearance of "The Kids in the Block," a puppet show produced to dispel many of the myths that exist about the handicapped.

I find that a man is as old as his work. If his work keeps him moving forward, he will look forward with the work.

William Ernest Hocking (at 86)
Wisdom for Our Time
edited by James Nelson

Savings

The financial status of the retired population and efforts needed to improve it were topics for discussion at the Mini Conference on Savings held last month in Alexandria, Virginia.

Sponsored jointly by the Columbia Graduate School of Business and the American Council of Life Insurance, the conference featured a number of workshops that discussed policies designed to increase the rate of personal saving in the nation.

"Increasing personal savings in this country will mean more retirement income for the elderly because the economy will be able to sustain higher social security and private pension payments," White House Conference Advisory Committee member Morrison Beach said in his presentation entitled, "Retirement Planning, Personal Saving and the National Economy." Mr. Beach is Chairman of the Board of the Travelers Insurance Company.

The problem, Beach noted, is that even though Americans very much want to save, they are afraid to in inflationary times.

"I'm convinced we can help people act on that strong emotional desire to save... by providing knowledge, information and advice... and by providing convenient methods to maintain such a program," Beach said.

Bernard F. Curry of Morgan Guaranty Trust in New York talks over developments at the Mini Conference on Savings with White House Conference on Aging's acting Executive Director Jarold A. Kieffer.

Sheppard calls for end to ageism

The following are excerpts from a speech by former White House Counsellor on Aging, Harold A. Sheppard.

"We are now in the midst of an historical period of changing and shifting values with regard to the issues of aging, work and retirement in America. One concrete sign of this is the upward shift in the allowable compulsory retirement age. Moving that age from 65 to 70 signifies that we are in the midst of nothing less than a socio-cultural redefinition of when is old.

As part of this new historical era, the topic will be characterized by confusion, contradictions, ambiguity and ambivalence. But all of that, once again, is another concrete sign that we are going through a policy shift process. In one breath, we moan and complain about the rising costs of supporting the burgeoning nonworking elderly population; and in another breath, we talk about the waste of human resources, the tyranny of using one's birth date, associated with the rejection and/or benign neglect of older workers. Our retirement policies are one of the primary forces that account for the rising support costs.

We are slowly but definitely developing a belated appreciation of the older worker problem, nevertheless. Group after group of employers and professional organizations is joining in private national and local efforts—sometimes in concert with public institutions—to call attention to the costs of age discrimination in employment, in hiring and in promotion practices.

But there is so much to do, and foundations must become even more active than they have been in the past.

The issues are still dominated by such barriers as the following:

• The continued negative image of older workers—a negativism that is

(continued on page 5)

Other papers presented and discussed at the Conference included:

- Social Security, Private Pensions and Saving by Alice H. Munnell
- Home Equity Conversion: A New Factor in Retirement Planning by Jack M. Guttentag
- Strengthening the Links Between Changes in Household Wealth Saving and Business Investment by George M. von Furtenberg

Health Security

Aging advocates, labor leaders, health professionals and elderly patients were among the participants at a mini conference on health security in Washington, D.C., January 15.

The meeting was sponsored by the National Council of Senior Citizens and the National Retired Teachers Association/American Association of Retired Persons.

Among the topics discussed was the burgeoning cost of health care. From 1970 to 1979, the consumer price index rose 87 percent for all items, while medical care charges rose 200 percent. Participants pointed out that inflation in the health care field particularly affects older Americans. In 1978, medical bills for persons 65 and over averaged $2,026 per capita, compared with $764 for those age 19-64.

One reason for health care inflation is the bias towards specialization and high technology medicine. A background paper distributed at the meeting pointed out that public or private third party reimbursement insurance provides no incentive for either the provider or the patient to seek low-cost treatment when it may be equally as effective as high-cost treatment.

"What we have today is not health care. It is sick care. People are hospitalized when they could be effectively treated as outpatients; they are overmedicated, overdiagnosed and overcharged; but little concern is

more rampant than sexism or racism, according to some research analyses I've seen.

• A still prevalent paternalistic, private welfarish approach to the problems, based essentially on a do-goodism couched in terms of its PR value, instead of a hard-headed realism that recognizes the actual and potential usefulness of older workers otherwise treated as beneficiaries of do-goodism.

The deep rooted influence of ageism, partly reflected in the Pavlovian-like preference for choosing the young over the old in world-of-work decisions, must continue to be assailed.

I am constantly struck—and I mean constantly for years on end—by the hard fact that at any one time it is possible to find decent-paying jobs remaining unfilled because of the lack of persons with the necessary skills, despite the fact of high general unemployment. If we had been training middle-aged and older workers for such skills, which means knocking down our current restrictions on entry ages for skill improvement and skilled trade programs, one more item damaging our fight against inflation and unemployment could have been eliminated or mitigated.

All the talk about the need for more capital formation funds means very little if we ignore our human resources problem. And our resources problems will not be tackled adequately as long as we make no further inroads, establish no new bridgeheads, in meeting the overall changes of aging in America, and the specific challenge of the continued and new forms of utilization of our older work resources."

given to helping people maintain good health and prevent illness," the report said.

Participants also noted that adequate health care is not available to everyone. It is estimated that as many as 50 million Americans have inadequate health care coverage, and 26 million Americans have no health insurance at all.

The mini conference recommended that a national health security plan, built upon a broad-based and progressive financing mechanism, be established to assure comprehensive and uniform protection and health services for all Americans.

Consumer Problems

Consumer problems facing older Americans were the focus of a mini conference January 29-30 in Washington, D.C.

Sponsored by NRTA/AARP, the conference explored six consumer topics: credit, food, insurance, investments, prescription drugs and medical appliances, and primary health care providers.

For example, studies have shown that people 65 and over who borrow money have repayment records twice as good as borrowers in the 35 to 44 year-old age bracket. Yet many older people complain that they are treated unfairly in the credit market.

One reason is that creditors have more difficulty verifying the income level of retired people than people who are employed. In other cases, creditors use life expectancy tables to determine the likelihood of an applicant's repaying a loan--without considering whether the applicant's estate has sufficient assets to repay the loan in the event of the applicant's death.

Participants at the mini conference pointed out that few consumers today can afford to make major purchases --such as cars or homes--without the availability of credit.

Spirit deserves equal attention

Below are excerpts from a speech by Roger Egeberg, M.D., Director of the Office of Professional and Scientific Affairs, Health and Human Services.

"I have been asked to talk about the care of the health of older people. I have chosen to broaden the title, for it would certainly be sterile or incomplete to talk about their health care without a look at keeping them well and independent longer. We must do as much as we can to emphasize the maintenance of health, independence, and well being as long as possible.

I fear that the prevalent image called to mind when we talk about an old, or older or senior person conjures up a rather hackneyed list of adjectives, such as stooped, slow, gnarled, rheumy-eyed, chair-bound, bed ridden, paralyzed, helpless, incoherent.

Granted that there are many severe invalids. But an amazing majority of older people are well. For them and for others we concentrate primarily on the body and its shortcomings and needs. We don't think nearly enough of the will, the spirit or the social desires and needs of these people.

As an example, I received some state money at one point to weigh the effects of rehabilitation. I chose a large end-stage men's ward in Rancho Los Amigos, California. It was a ward of fifty or so patients. All but three or four had to be fed. Ninety percent were incontinent; they couldn't care for themselves in any way. They lay on their backs with unfocused looks, and half were considered to have chronic brain syndrome.

We added three nurses to the ward and talked over what we might do to help those men. Interest, concern and a show of love or caring was all we could come up with at that point. So the nurses, the cleaning staff, the doctor and the hospital

(continued on page 7)

Confusion about health insurance is another problem facing the elderly. To fill gaps in Medicare coverage, older people often purchase supplementary health insurance policies. These policies sometimes contain overlapping benefits or have extremely poor values for their cost. The result is that many elderly consumers have been sold far more supplementary coverage than they need.

In testimony before the Senate Subcommittee on Aging, one man told of his 67-year old mother who had been sold 17 policies by the same company. The woman was spending 68 percent of her income to pay for supplementary health insurance.

Prescription drugs are another major consumer item among the elderly. Americans 65 and over now spend $2.5 billion on prescription drugs--accounting for one-fourth of the total prescription drug market. To save consumers' money, 47 states have enacted drug product selection laws. These laws allow pharmacists to substitute lower-priced generic drugs for brand-name drugs prescribed by physicians.

Potential savings from these laws have been estimated at $400 million a year. Yet actual savings to date have fallen far short of this estimate, because substitution rates have been low.

One reason for this shortfall is that some of the laws are relatively new; physicians, pharmacists and consumers need to be educated about how the laws work and what they require.

Recommendations on these and other consumer problems facing the elderly will be forwarded to delegates attending the White House Conference on Aging Regional Hearings and the national Conference.

Foundations

"New Directions in Funding and Program Priorities for the Aging" was the topic of a mini conference in New

administration—all did just that.

At the end of nine months, four of the patients had gotten together, moved out and taken an apartment where they were independent. The incontinence dropped to 10 percent and only 7 or 8 continued to need to be fed. They were talking—there was laughter—they read and joked and moved about. The show of interest and concern over them had brought them back from a state of semi awareness.

And now to a broader scale. In arranging to start cooperative medical research between the Soviets and our scientific community, I had occasion to visit the Soviet Union a number of times.

The Soviet Union is so much in need of labor that they will pay workers full pay and full pension if they continue to work beyond retirement age. In their country, that could make a man and woman of 65 or over the richest person in the family. Such a person gains respect; he or she is listened to—can give to and help others. That factor is surely one of those that explained their relatively small number of nursing homes and no great disproportion of the elderly in their hospitals.

Obviously, my reason for relating these examples is to highlight the importance of the spirit, the will, the social needs of people, the caring and the loving that can keep them well.

It has been suggested that I address the state of the art. One wonders, the art of what? The art of ministering to the needs of the spirit —of the total person? Or the science of caring for the body?

The care of the physical aspects of illness—that science is well advanced. With respect to the spirit, the state of the art is incipient. The problem and the potential, even the need, are not understood.

Isn't it time we make efforts—strong efforts—to bring these two areas of medicine together—to join art with science in our treatment of human beings?"

York City which drew more than 100 top corporation and foundation executives, union leaders, and government representatives.

The conference focused on the interrelationship of the federal government and the private/voluntary sector in funding programs for older Americans. Participants pointed out, for example, that nonprofit organizations can play a key role in supporting programs for the elderly--especially at a time when belt-tightening measures are being instituted at all levels of government.

"Nonprofit organizations in our society undertake missions that are, in other countries, committed to business enterprises or to the state. Here we rely on the third sector to cure us, to entertain us, to teach us, to study us, to preserve our culture, to defend our rights and the balance of nature, and ultimately to bury us. And we rely on private philanthropy to support activities that other nations support with public funds," explained John Simon, Director of the Program on Nonprofit Organizations at Yale University. ■

L'Anse, Michigan and New York City draw crowds to community forums

While twenty-two hundred New York City senior citizens passed up a ticker tape parade for returning hostages to draw up their recommendations to the White House Conference, sixty-eight fellow senior citizens from L'Anse, Michigan (Pop. 2,600) were doing the same thing, as the community forum phase of the White House Conference on Aging drew to a close at the end of January.

"This was a fabulously successful conference," New York City Commissioner of Aging Janet Sainer said. "The culmination of activities that have been taking place in all five boroughs, this event brought together nearly

Daniel M. Bernstein

A sea of spellbound faces of senior citizens from New York City's five boroughs at a recent community forum, attended by 2200 people.

New lifestyle, new talents for Elsie Ross

It was only after Elsie Ross went to live at the Hermitage in Alexandria, Virginia, that she discovered she had a talent.

Now the 82-year-old Mrs. Ross's ceramics win prizes and have a modest sale.

Childhood on a log-cabin Virginia farm, later full-time work while caring for a disabled husband, left no time for play, courses, or hobbies.

After entering the Hermitage 17 years ago, she found herself in the crafts room of the retirement home. Scarcely hampered by having to move about in a wheel chair, she has produced a menagerie of gentle-faced ceramic animals, including the four friendly dinosaurs that won a best of show blue ribbon in their class at the 1978 Metropolitan Ceramic Show.

Mrs. Ross, who saw her first automobile when presidential candidate Theodore Roosevelt drove

(continued on page 9)

every group and individual in the city. Senior citizens were a 'standing room only' issue today in New York," she said.

Key categories covered at New York's event were: income adequacy, urban environment, older people as a natural resource, continuing care and the concerns of the minority elderly. Delegates were asked to indicate their three top priority areas, which will be compiled and forwarded to the state conference.

Also in attendance were members of Congress and city officials.

Elma Hiettkko was the keynote speaker and emcee for the Baragaland Senior Citizens' Community Forum held the same day in L'Anse. "The turnout was a big surprise," Mrs. Hiettkko said, "We never thought that many people would come."

Those in attendance, who are residents of Michigan's upper northwest peninsula, ranked the issues presented by resource people in the following order: housing, isolation, transportation and the untapped skills of senior citizens.

These concerns will now be forwarded to the regional commission on aging and then to the state conference. ■

up to the farm and took her for a ride on his lap, would "like more than anything else to be able to get up and go around by myself . . . to be able to keep busy all the time and always learning something."

Talented for service as well as creation, Mrs. Ross received this accolade from Joan Wolf, arts and craft director: "She never says 'no' to anyone and always helps with small things that are so important."

Elsie Ross with some of her ceramic friends she's created.

School opens doors to all ages

A school for all ages now exists in Harbor Springs, Michigan as the result of the combined efforts of school officials, the local Kiwanis Club and a great deal of senior citizen determination.

Ed Schnell, a retired General Motors executive and a key leader in the development of "Friendship Center" within the local high school, tells how it all came about: "We'd had our center in the church for five years, until the authorities told us we couldn't get anymore funding unless our site was barrier-free.

"Well, we had been involved in all kinds of civic activities, had taught the learning disabled and so forth, we knew just about everybody in town, so we were able to check out five or ten possibilities, but they all fizzled out.

"Then we were having a meeting in the library of the high school on continuing education and Bob Doan (community schools director) asked, 'What would you think of using this for a senior center?' It sounded good. He told me to make a presentation to the Board of Education, which approved 100 percent with the understanding there would be no expense to the public for remodeling, etc. They provided the space, heat and light. The seniors, who had been paying taxes for years with no children in school, were delighted to see their school tax dollars work on their behalf.

"We are really just getting started. The young people and the seniors are mixing. The seniors are getting entirely different ideas about high school students.

"We are being flooded with inquiries from other places and unfortunately don't have the finances or help for a proper reply."

Funds for the renovation of the area of the school to be used for the senior center were granted by the local Area Agency on Aging and were matched by the Kiwanis Club and the seniors themselves.

Doan and Schnell are hopeful that total integration of the two age groups will be the end result. "There are too many benefits for each group for them not to get along well," Doan has been quoted as saying.

Harbor Spring's Community School Director Robert Doan talks over plans with Edward Schnell, leader of the unique intergenerational program now underway.

"The presence of the kids will have a revitalizing effect on the senior citizens, and the students will find that there's a lot to be learned from senior citizens," the school principal, George Menzi said. Doan has also pointed out that many of the local senior citizens have valuable talents which can be shared with the students.

Before the program got underway last year, teachers and students received a two-week training course on the process of aging, provided by the Area Agency on Aging. ■

Native American Indians John Petroskey and Pat Kosequat share an observation with a fellow student at Harbor Spring's Friendship Center.

Letter from the Director

February 1981

Dear Friends:

With the resignation of Jerome R. Waldie, I have been asked to act in his place. During the past year, substantial progress was made in developing the broad framework for issue development of the 1981 Conference. Thousands of community forums have been or are being held to identify the needs and concerns of older people. Sixteen technical committees were put to work developing the issues and recommendations on most of the broad areas of interest in connection with our rapidly expanding older population. Approximately 40 mini conferences were organized, funded, and conducted to develop the special concerns of racial and ethnic minorities or to enable specific treatment of a considerable number of subjects that either could not be or were not dealt with extensively by the technical committees of the Conference. The reports of the technical committees are now rapidly being completed, and we look forward to studying their findings. Similarly, this month we will be receiving from the convenor organizations the recommendations of the mini conferences. Recommendations also are being shaped in each of the states and territories through state conferences. Some of these recommendations have come in; others are expected during the rest of the winter and spring.

During January, the first steps in the process of naming 2000 delegates began. One thousand delegates are being named by their state Governors. Some of the Governors have already named their slates, but the process will continue for several months ahead. Comparably, each member of Congress has been asked to name a delegate. These names are now being forwarded to us day by day. Soon we hope to have our policies firm on the naming of other delegates by organizations concerned with the older population, including those that have played major roles in facilitating the work of the 1981 Conference. We also have put in motion the process of naming 2,000 official observers. Each Governor will name the same number of observers as he or she has been authorized to appoint delegates. At this time, we are considering the policies that will govern appointment of the remaining 1,000 observers.

No gap in our planning has developed with the departure of Mr. Waldie. During the past year, I have been privileged to serve as Staff Director of the Conference and as such, participated in and have been thoroughly familiar with all aspects of Conference planning. We are on schedule.

I welcome my relationships with the individuals and groups interested in the 1981 Conference. As a nation we have major problems as a consequence of a rapidly growing

older population, but this older population is unique in American history and probably the World's history. In its experience and capacities and its desire to remain productively involved, it is a major national resource. Thus, it presents us problems but also great opportunities. We are trying to assure that the delegates to the Conference will confront both the problems and the opportunities before us and react to both in a creative manner.

That's the way I see things. I have appreciated the many offers of support to our Conference planning efforts and to me personally. I am deeply grateful.

Sincerely,

Jarold A. Kieffer

Jarold A. Kieffer
Acting Executive Director
White House Conference on Aging

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report from the White House Conference on Aging

Secretary Schweiker Swears In WHCoA Advisory Committee Members

Fifty-eight distinguished Americans have been named by Health and Human Services Secretary Richard S. Schweiker to serve on the National Advisory Committee for the 1981 White House Conference on Aging.

Advisory Committee members met in Washington, D.C., May 20-22 to be sworn in by Secretary Schweiker and to begin their work of helping WHCoA Executive Director David A. Rust and his staff prepare for the conference.

About 2,000 delegates and 1,500 official observers will convene Nov. 29 to Dec. 3 in the nation's capital. They will make recommendations to President Reagan and Congress for a "comprehensive coherent national policy on aging," as mandated by the 1978 law authorizing the conference.

Secretary Schweiker named **Constance D. Armitage** of Inman, S.C., chairman of the committee and the conference. Mrs. Armitage, 61, is associate professor of art history at Wofford College, Spartanburg, S.C., and a former president of the National Federation of Republican Women. In the latter position, she was responsible for organizing and presiding over two national conventions comparable in size and scope to the White House Conference on Aging.

Mrs. Armitage will be aided by six deputy chairmen:

J. Glenn Beall, Jr., 53, Frostburg, Md., former U.S. Representative and Senator from Maryland (six years as ranking minority member on the Senate Subcommittee on Aging and four years as a member of the Special Committee on Aging) and currently president of a Cumberland, Md., insurance company.

Anna V. Brown, 66, Cleveland, Ohio, executive director of the Mayor's Commission on Aging, Cleveland, and former director of the Cleveland Area Agency on Aging.

Dr. Arthur S. Flemming, 75, Alexandria, Va., chairman of the U.S. Civil Rights Commission, former Secretary of Health, Education, and Welfare, former U.S. commissioner on aging, chairman of the 1971 White House

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Secretary of Health and Human Services Richard S. Schweiker, WHCoA Chairman Constance D. Armitage and Executive Director David A. Rust.

Number 11, June 1981

National Advisory Committee *(continued from page one)*

Conference on Aging, and former chairman of the 1981 WHCoA Technical Committee on Older Americans as a Growing National Resource.

Consuelo L. Garcia, 61, Houston, Texas, owner-operator of a hospice, chairman of the Mexican-American Cultural Society of Houston and a delegate to the 1961 White House Conference on Aging.

William F. Kieschnick Jr., 58, Beverly Hills, Calif., president and chief operating officer of Atlantic Richfield Company, Los Angeles.

Eleanor Storrs, 75, Coronado, Calif., president of the San Diego County Federation of Republican Women's Clubs, board member of the National Alliance of Senior Citizens and a volunteer teacher with the American Red Cross for 31 years.

The other members of the committee, listed in alphabetical order are:

Dr. Ralph David Abernathy, 55, Atlanta, Ga., senior pastor, West Hunter Street Baptist Church, Atlanta, and former president of the Southern Christian Leadership Conference.

Dr. Sadie T. M. Alexander, 83, Philadelphia, Pa., an attorney, former president of the Philadelphia Bar Association, a member of the National Advisory Committee for the American Civil Liberties Union, and former chairperson of the 1981 White House Conference on Aging.

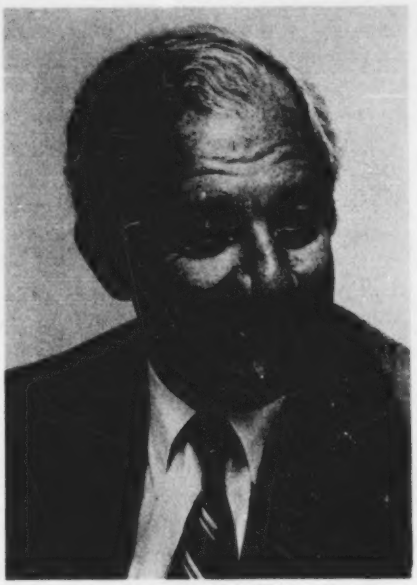
Richard G. Ambrosius, 35, Spencer, Iowa, executive director of the Iowa Lakes Area Agency on Aging, and a specialist in rural aging issues.

Adelaide Attard, 50, East Norwich, N.Y., commissioner of the Department of Senior Citizen Affairs, Nassau County, and a delegate to the 1971 White House Conference on Aging.

William H. Ayres. 65, Bethesda, Md., former U.S. Representative from Ohio (co-sponsor of the original Older Americans Act and the second GI Bill), president of W.H. Ayres, Inc., and a member of the board of directors of Data Solutions of Vienna, Va.

Morrison H. Beach, 64, West Hartford, Conn., board chairman of the Travelers Insurance Company, Hartford, and former chairman of the 1981 WHCoA Technical Committee on Creating an Age-Integrated Society—Implications for the Economy.

Gorham L. Black Jr., 59, Harrisburg, Pa., secretary of the Pennsylvania Department of Aging, and former Region III director of the Department of Health, Education, and Welfare.



Glenn Beall

Dr. Virginia Boyack, 53, Valencia, Calif., vice president of California Federal Savings and Loan, Los Angeles, and a lecturer on pre-retirement and life-cycle planning.

Dr. Cyril Brickfield, 62, Bethesda, Md., executive director of the National Retired Teachers Association/ American Association of Retired Persons, president of the National Senior Citizens Law Center, and chairman of the Leadership Coalition on Aging.

Robert P. Bynum, 59, Oneonta, Ala., former deputy commissioner of the Social Security Administration with 30 years experience in developing and operating Social Security programs.

Angelo Cefalo, 68, West Pittston, Pa., former special assistant to the president of the International Association of Machinists and Aerospace Workers, and chairman of the Luzerne County Italian-American Foundation.

Jacob Clayman, 76, Bethesda, Md., president of the National Council of Senior Citizens, and past president and secretary-treasurer of the AFL-CIO Industrial Union Department.

Charlotte W. Conable, 52, Washington, D.C., coordinator of public policy projects for the Women's Studies Program and Policy Center, George Washington University, and co-author of "Older Women: Economics of Aging."

Dr. Theodore Cooper, 52, Kalamazoo, Mich., executive vice president of the Upjohn Company, and former assistant secretary for health of the Department of Health, Education, and Welfare.

Mark Cox, 70, Cheyenne, Wyo., a rancher and cattle and horse breeder, who has traveled extensively throughout the world and studied the cultures of numerous African, Asian and South American nations.

Marcela Davila, 67, Washington, D.C., member of the District of Columbia Commission on Aging, president and founder of Educational Organizations for United Latin American Senior Citizens Programs, and board member of the National Conference of Puerto Rican Women.

Anna Brown

Doris W. Dealaman, 62, Bernardsville, N.J., elected freeholder of Somerset County and chair, National Association of Counties' Committee on Aging.

Agnes Dill, 67, Isleta, N.M., past national president of the North American Indian Women's Assn.,

elected member of the Pueblo Tribal Committee to Amend the Tribal Constitution, and a specialist in developing services for the Pueblo elderly.

Maria B. Dwight, 46, Santa Monica, Calif., vice president of Gerontological Planning Associates in Santa Monica and former chairman of the board of the Geriatric Authority of Holyoke, Mass.

Msgr. Charles J. Fahey, 48, Bronx, N.Y., chairman of the Federal Council on Aging, director of the All-University Gerontological Center, Fordham University, and former chairman of the 1981 WHCoA Technical Committee on Long-Term Care.

Arthur Flemming

John Fonteno, Jr., 54, Houston, Texas, owner of a real estate consultant company and travel agency, and member of the National Advisory Board for the Small Business Administration.

Dr. Daniel T. Gallego, 46, Ogden, Utah, professor of sociology at Weber State College, and president of the National Hispanic Council on Aging.

Harold R. Goldberg, 71, Manchester, N.H., president of Omni Groups, Inc., a real estate and development company, and former chairman of the New Hampshire Chapter of the National Conference of Christians and Jews.

Nancy Hanks, 54, Washington, D.C., former chairman of both the National Endowment for the Arts and the National Council of the Arts, a trustee of Duke University, and a member of the board of directors of the Equitable Life Assurance Society.

Dr. Clifford B. Harwood, 67, Manchester Center, Vt., practicing physician and former chairman of the Vermont Medical Society Committee on Aging.

Consuelo Garcia

Dr. Maria Hernandez-Peck, 37, Denver, Colo., director of undergraduate programs for Antioch University West, and a specialist in long-term care research, who has studied Cuban, American Indian and native Alaskan elderly.

Dr. Myron Hesse, 69, San Diego, Calif., retired deputy superintendent of business for the Glendale, Calif., Board of Education, and member of the California Council on Criminal Justice.

Margaret H. Jacks, 73, Tallahassee, Fla., former director of the Florida Division on Aging, former director of public assistance for Florida, former chairman of the 1981 WHCoA Technical Committee on Physical and Social Well-Being and the Quality of Life, and a delegate to the 1961 and 1971 White House Conferences on Aging.

Vern Jansen, 62, Titusville, Fla., Speaker of the House of the Florida Silver-Haired Legislature, and a retired engineer for the National Aeronautics and Space Administration.

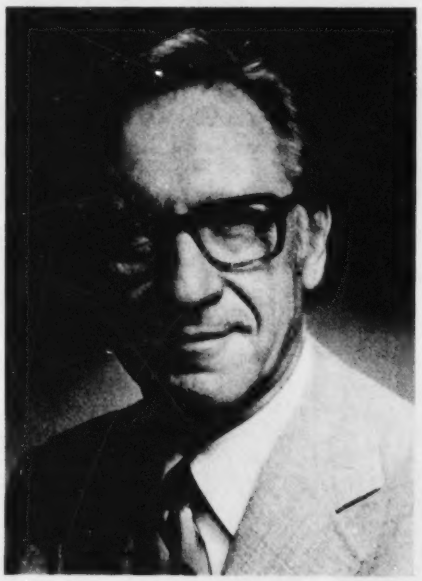
Shimeji Kanazawa, 65, Honolulu, Hawaii, state coordinator for Hawaii of the 1981 White House Conference on Aging, past chairman of the Hawaiian Committee on Aging, and a member of the Federal Council on Aging.

Robert W. Kerr, 77, Santa Rosa, Calif., retired investor and manufacturer, chairman of the Westgate Capital Co., and trustee of the UCLA Foundation.

Margaret E. Kuhn, 76, Philadelphia, Pa., founder and national convenor of the Gray Panthers.

D. Jane Maloney, 38, Brant Beach, N.J., director of the Long Beach Island Senior Center, Brant Beach, and former director of Outreach for Senior Services, Ocean County.

Marshall McDonald, 63, Miami, Fla., chairman of the board and chief executive officer of Florida Power and Light Co., and co-chairman of the Mini Conference on Business Sector Involvement for the 1981 WHCoA.



William Kieschnick

Sister Jeanne Margaret McNally, 49, Belmont, N.C., superior general of the Sisters of Mercy of North Carolina, and professor of nursing and former associate vice president for academic affairs at the University of North Carolina.

Dave Margolis, 79, Palm Springs, Calif., retired business executive and hotel operator with a long record of civic involvement in Palm Springs.

Dr. Danuta Mostwin, 59, Baltimore, Md., professor of social work,

Catholic University, Washington, D.C., adjunct professor at Loyola College, Baltimore, and author of several publications on the family, social structures and the problems of Eastern European immigrants.

Dr. Bernice L. Neugarten, 65, Chicago, Ill, professor of education and sociology, Northwestern University, former professor of human development at the University of Chicago, a member of the Federal Council on Aging, and a leading researcher in the field of aging.

Eleanor Storrs

Marines N. Nikitas, 57, Fitchburg, Mass., chairman of the board of Nikitas Family Inns, Worcester, and a public official for 30 years at the local, state and federal levels.

Walter Julian Oldham, 61, Tuskegee, Ala., executive director of the Tuskegee Area Health Education Center, Inc., president of the National Association of Health Manpower Systems, and a specialist in the needs of the rural elderly.

Caroline Redebaugh, 71, Springfield, Ill., director of the Senior Action Center, Lieutenant Governor's Office, Illinois, former owner and administrator of a nursing home, and a delegate to the 1961 and 1971 White House Conferences on Aging.

Dr. Forrest James Robinson, 58, Winfield, Kans., director of development for Southwestern College, former secretary on aging for Kansas, and an ordained Methodist minister.

Bert Seidman, 61, Falls Church, Va., director of the AFL-CIO Department of Social Security, a member of the Social Security Advisory Council, and former chairman of the 1981 WHCoA Technical Committee on Retirement Income.

Tish Sommers, 66, Oakland, Calif., president of the Older Women's League, and founder of both the National Alliance of Displaced Homemakers and the Older Women's League Educational Fund.

Dr. E. Percil Stanford, 42, El Cajon, Calif., director of the Center on Aging, San Diego State University, and organizer of eight annual National Institutes on Minority Aging.

Charles Thone, 57, Lincoln, Neb., governor of Nebraska, and a former U.S. Representative.

Dr. Daniel Thursz, 52, Bethesda, Md., executive director of B'nai B'rith International, and former dean of the School of Social Work and Community Planning, University of Maryland.

Samuel J. Tibbitts, 56, San Marino, Calif., president of the Lutheran Hospital Society of Southern California, and former chairman of the American Hospital Association.

Lloyd Waring, 78, Boston, Mass., former partner of the banking firm of Kidder, Peabody & Co., a trustee of Loring, Wolcott, and Coolidge, and a long-time community activist in Massachusetts.

Dr. Stuart Whetstone, 70, Fullerton, Calif., semi-retired physician with the Southern Monterey County Medical Group in King City, with many years of experience in delivering health care to the elderly in small communities in his native Montana and in California.

Dr. Ellen Winston, 77, Raleigh, N.C., president of the National Council on Aging, former commissioner of welfare for the Department of Health, Education, and Welfare, and former commissioner of public welfare for North Carolina.

In addition, the advisory committee includes two international representatives:

Dr. Henning Friis, 70, Copenhagen, Denmark, chairman of the World Health Organization Preparatory Conference for the 1982 United Nations World Assembly on the Elderly.

Dr. Tarek Shuman, 53, Vienna, Austria, chief adviser for the 1982 United Nations World Assembly on the Elderly.

Conference Planning Enters New Phase

Preparations for the 1981 WHCoA have entered a new phase now that the 58 state and territorial conferences have ended, the 42 mini conferences have been completed, the 16 technical committee reports written, and more than 2,000 delegate and observer nominations submitted.

All of these activities have generated so many documents that this period of the conference planning may become known as the *paper phase,* for thousands of pages of information have arrived at conference offices as a result.

"Our current challenge is to compile all of this information, have it printed, and determine the best way to distribute it to the delegates," said Executive Director David A. Rust. "We will certainly make all of these documents available to delegates, observers and the public, while the supply lasts," he added.

While most of the state and congressional delegate and observer nominations have been received, it probably will be mid-summer before the final credentialing process is over, conference leaders have noted. The totals of delegates and observers have yet to be determined, but it is expected that there will be at least 2,000 delegates and 1,500 observers.

Also still undergoing review is the committee structure to be used during the conference. Numerous options have been developed and studied, with a final decision expected next month.

REPORT FROM THE WHITE HOUSE CONFERENCE ON AGING is published by the Public Affairs Department of the White House Conference on Aging, 330 Independence Avenue, S.W., Washington, D.C. 20201. Telephone: (202) 755-8001.

WHCoA Chairman, Constance D. Armitage; Executive Director, David A. Rust; Public Affairs Director, Bill Stetson.

Congressional Committee Leaders Named Honorary Chairmen

Four congressional leaders have been named by Health and Human Services Secretary Richard S. Schweiker as honorary chairmen of the White House Conference on Aging. They will serve as advisers to WHCoA Executive Director David A. Rust and his staff.

The honorary chairmen are: Sen. H. John Heinz, Jr. (R-Pa.), chairman of the Senate Special Committee on Aging; Sen. Lawton Chiles (D-Fla.), ranking minority member of the committee; Rep. Claude Pepper (D-Fla.), chairman of the House Select Committee on Aging; and Rep. Matthew J. Rinaldo (R-N.J.), ranking minority member of the committee.

"All four of these men bring a record of leadership and commitment to aging issues that will be an asset to the conference leadership and delegates," Rust said. "Since any recommendations developed at the conference will have to pass muster with the Congress, we are fortunate to have their counsel in advance."

The Senate's Special Committee on Aging has been in existence since 1961 and has served as a forum for the development of significant legislation on aging since then. Sen. Heinz has served on the committee since 1978. He also was instrumental in the establishment of the House Select Committee on Aging in 1972, when he was a member of the House. Sen. Chiles has served on the committee since the early 1970s and was chairman during the 96th Congress.

Rep. Pepper has been chairman of the Select Committee since 1977, the year Rep. Rinaldo began to serve as a member.

Neither committee has legislative authority, but both oversee and investigate issues that affect the elderly, and make recommendations to the full Senate or House.

Connie Armitage—Academician, Activist

Constance D. Armitage, chairman of the White House Conference on Aging, has had two parallel careers—not to mention her career as wife and mother. She is both an academician and a leader in public and civic affairs.

A native of San Francisco, Mrs. Armitage received an A.B. degree in English from the University of California, Berkeley. Later she pursued studies in art history in Perugia and Florence, Italy, at the University of South Africa in Pretoria and at Columbia University in New York. She earned a master's degree in art history from the University of Georgia. She also has studied Arabic and Chinese.

Mrs. Armitage currently is an associate professor of art history at Wofford College in Spartanburg, S.C., and resides in nearby Inman, S.C.

As a civic leader, Mrs. Armitage has been active in the National Federation of Republican Women for more than 20 years, serving as the group's president from 1972 to 1975. Among her responsibilities in this position were organizing and presiding over two national conventions, managing budgets running into seven figures and making speeches in every state of the United States.

In addition, Mrs. Armitage is a former member of the President's Advisory Committee on European Affairs (1971-73), former vice chairman of the U.S. Commission for World Population (1974-75), and current member of the South Carolina Heritage Commission.

Mrs. Armitage's favorite hobbies are fencing and horseback riding.

Rust Takes Over Conference Reins

David A. Rust was appointed executive director of the White House Conference on Aging by Secretary of Health and Human Services Richard S. Schweiker in early March.

Rust, 38, previously served four years on the staff of the Senate Special Committee on Aging, the last two years as Minority Staff Director. Prior to that, he spent six years as a legislative assistant to Sen. J. Glenn Beall Jr. of Maryland.

"There are only two things that are constant in history: one is continuity, and the other is change," Rust, a former high school history teacher, said at the time of his appointment. While pledging to maintain as much continuity as possible, Rust also announced two major changes for the WHCoA.

The first was Secretary Schweiker's decision to reconstitute the National Advisory Committee (see page one) and the second was the cancellation of the four regional hearings that had been scheduled for late summer.

"By canceling these hearings, we will save $1.2 million," Rust said, adding that this was part of President Reagan's campaign to cut government spending in order to control inflation.

"Our agenda for the next six months is to do all those things we must to ensure a productive conference," Rust said. "President Reagan and Secretary Schweiker have lent us their full support, and we must fulfill their hopes for a successful outcome.

"What we ultimately produce at this conference should be a set of realistic policy options that are relevant to today's situation, today's public policymakers and today's taxpayers," Rust said.

A native of Maryland and graduate of Frostburg State College, Rust lives in Rockville with his wife Pam and young son Daniel.

Other recent additions to the WHCoA staff are Jean C. Bergaust and Betty Stagg, both special assistants to the executive director, and Bill Stetson, public affairs director.

The trend toward a "graying" America will continue in the future. In 1981, one out of every seven persons is 60 or over. But when today's pre-schoolers turn 60, one out of every four persons will be that age or older.

President Reagan Films Message

President Reagan underscored his support for the White House Conference on Aging by videotaping a message March 20 to be sent to delegates attending state conferences held between that time and early June. Here is the text of the President's message:

I am delighted to take part in your state conference as you prepare for the White House Conference on Aging later this year.

To paraphrase Cicero, intelligence and reflection and judgment reside in older citizens, and if there had been none of them, no states could exist at all.

The elderly are a great resource, a resource that is too often left largely untapped. We must find ways to encourage their contributions of knowledge, wisdom, and talent. We are a society looking to renew itself. Who better to turn to than those who know the society we have been. Our renewal must grow out of the richness of our past.

And yet, we all need each other. After having worked a lifetime to provide for retirement, the retired find today's inflation has ravaged their savings. While the declining value of the dollar robs all of us, those living on fixed incomes do not have any flexibility to adapt, and unemployment rocks the foundation of Social Security, the lifeline of old age. For these people, inflation is a cruel tax which makes our economic mess hurt even more.

Older Americans have a great stake in our efforts for economic recovery.

We can turn things around, and we must act now. I have submitted to Congress a detailed proposal to cut more than $48 billion from the federal budget. The uncontrolled government spending of the past has run up a deficit of more than $940 billion, driving up interest rates, fueling inflation and undermining the stability of our economy

Though the cuts are distributed evenly, and no one group is singled out to feel them more, we have kept, as we promised, this society's basic social safety net, protecting programs for the elderly and those who rely on government for their very existence.

I have also proposed a 10 percent tax rate cut for each of the next three years for everyone who pays income tax. This rate reduction goes hand in hand with the spending cuts and is designed to encourage the kind of investment that will provide jobs, rebuild industry, and recreate incentive.

The program for economic recovery also includes a plan to reduce overregulation and stabilize our money supply.

We must take these four important steps to get our economy moving again. Unless we do so, the plight of older Americans, as well as all our citizens, will continue to get worse.

You, and tens of thousands of people like you, are gathering in state conferences to analyze and discuss these and other issues affecting the elderly. Because of your participation in this program, your voices will be heard in Washington and around the country. You are taking part in shaping our national policies. We are all grateful for your help.

Let us rely on our heritage of genius and courage and freedom. We will lend our efforts to the task of ensuring that we use the great resource that the elderly are. Together, we will make a better life for all, and return our country to the economic strength we once knew. Thank you.

Film Showcase Slated

A national competition to highlight the best new films on aging will be held in conjunction with the White House Conference and sponsored by the Gerontological Society of America, executive director of the Society Janice Caldwell announced recently.

"We are looking for films that deal with the important issues of aging and for films that break age stereotypes. Selected films of those we find will be featured at the conference," Dr. Caldwell said.

The Society also plans a retrospective program of scenes from classic films on aging as part of its Film Showcase.

Application forms are available from: The Gerontological Society of America, 1835 K Street, N.W., Suite 305, Washington, D.C. 20006.

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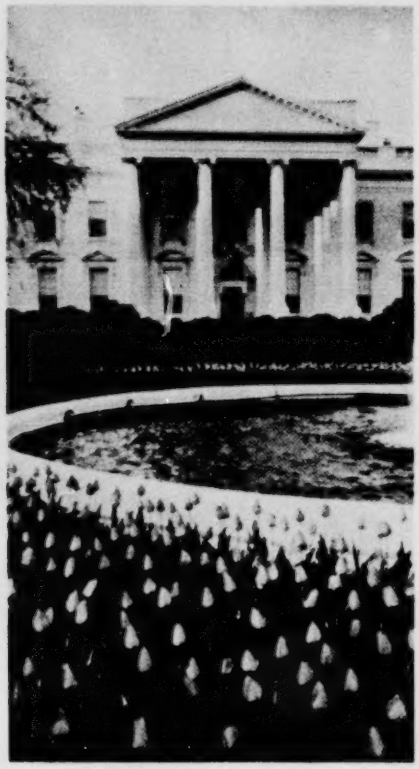

report from the White House Conference on Aging

Number 12, August 1981

Delegates Will Debate Aging Issues in 14 Committees at Conference

Delegates to the 1981 White House Conference on Aging will work within 14 issue committees to make recommendations that can be used in developing a proposed national policy on aging.

WHCoA delegates are being asked to list their first, second and third choices for committee assignment, and, to the extent possible, each delegate will be assigned to the committee of his choice. Official observers will be assigned to committees in the same manner.

The 14 committees are listed in the box below, and inside there is a listing that includes examples of the topics each committee will take up.

The decision to deal with aging issues within these 14 committees was made only after extensive consultations among Executive Director David A. Rust and his staff, the 60 members of the WHCoA National Advisory Committee and representatives of a large number of organizations active in the field of aging.

"Every effort has been made to include all the issues that surfaced in the state conferences and to organize them in a way that will help the delegates," said Rust.

It is expected that the conference will be convened Nov. 30 in general session for a keynote address and introduction of leaders, including the chairmen of the 14 issue committees. After that, each delegate will begin working within the committee to which he has been assigned.

To facilitate discussion, each committee will be further divided into subgroups of about 40-50 persons. Each of the subgroups within a committee, however, will deal with the same material as the committee as a whole, and the delegates later will reconvene in full committees to develop their recommendations.

The recommendations of each of the 14 committees will be reported at a closing general session Dec. 3, and they will be compiled as part of the official conference report.

Although there are 14 separate issue committees, there are some matters of such importance that every committee is being asked to consider them. The following are the issues with which every committee must deal:

- Special needs of minority group members.

(continued on page two)

Conference Committees

Implications for the Economy of an Aging Population
Economic Well-Being
Older Americans As a Continuing Resource
Promotion and Maintenance of Wellness
Health Care and Services
Options for Long-Term Care
Family and Community Support Systems
Housing Alternatives
Conditions for Continuing Community Participation
Educational and Training Opportunities
Concerns of Older Women: Growing Number, Special Needs
Private Sector Roles, Structures and Opportunities
Public Sector Roles and Structures
Research

Examples of Discussion Topics for WHCoA Committees

1. Implications for the Economy of an Aging Population

- Effects of inflation on older people and their resources
- Older Americans as a market
- The labor force, productivity, and employment opportunities
  - Impact of age discrimination
- Tax and investment policies (including incentives)
- Means for supporting a greater dependent population

2. Economic Well-Being

- Social Security programs
- Public and private retirement programs
- Public assistance, including in-kind benefits
- Early pre-retirement education, counseling and planning
- Self-help
  - Continuing employment
  - Management of personal resources (savings and investments)
- Tax incentives

3. Older Americans as a Continuing Resource

- Employment
  - Full- and part-time, voluntary, self-employment and small business
  - Impediments to employment
  - Training for continuing or further careers
- Community service
- Advocacy
- Role in the family
- Incentives/disincentives
  - Tax policies
  - Pension and other benefits
  - Ageism and media stereotyping

4. Promotion and Maintenance of Wellness

- Physical and mental
- Health education
- Nutrition and diet
- Use and misuse of alcohol, drugs and other substances
- Physical fitness and exercise
- Self- and mutual care
  - Early warning and preventive techniques
  - Care of eyes, ears, teeth, feet, limbs
- Insurance and reimbursement policies regarding preventive techniques

5. Health Care and Services

- Physical and mental
- Availability, accessibility, quality, coordination, and continuity of care
- Financing (including tax policies, payment co-sharing, reimbursement policy, and cost containment methods)
- Special aspects of health services for older Americans
  - Chronic conditions; multiple disabilities and diseases
  - Physiology of the elderly
- Delivery systems
  - In-home (including training and use of home health workers)
  - In the community
  - In hospitals and other facilities
  - Hospices
- Rehabilitation
- Geriatric education in professional training and continuing education

6. Options for Long-Term Care

- Planning and coordinating health and social services
  - Continuity of care
- Self-help and freedom of choice
- Delivery in a non-institutional setting
  - In-home
  - Family care
  - Foster homes
  - To ambulatory patients
  - Hospices
- Community (informal support services)
- Institutional care
  - Psycho-social needs (e.g., community and facility programs)
  - Environment (location, design and condition)
  - Preservation of lifestyles
  - Security (including possessions)
  - Cultural, family and other interpersonal relations
- Financing (tax and other incentives, reimbursement policy, and cost containment methods)
- Assurances of quality care/evaluation
- Outreach, information and referral

7. Family and Community Support Systems

- Support systems for independent living (formal and informal networks)
- Capacity of family
  - Day care and respite services
  - Tax incentives
- Religious institutions/programs
  - Allow use of facilities; in-kind programs
- Intergenerational relationships and support
- Social services—continuum of services
- Self- and mutual help
- Outreach, information and referral
- Hospices
- Quality care/evaluation
- Manpower

8. Housing Alternatives

- Energy costs and efficiency
- Crime and crime prevention
- Community change; dislocations
- Affordable options and alternatives
  - Financing
  - Better use of current

Delegates (continued)

- Needs of low-income elderly.
- Differences in urban and rural needs.
- Needs of elderly who are frail or disabled.
- Access to services.
- Private and public sector roles.
- Means of implementing conference recommendations.
- Role of older Americans themselves in influencing change so as to realize their aspirations.

In addition, because the decision was made to have a separate committee on the concerns of older women, members of every committee are being asked to consider special needs of older men.

It also will be noted that there is considerable overlap in the following examples of committee topics. This is intentional: There is much to be gained from discussing such overlapping topics in more than one context.

housing (zoning, rehabilitation, etc.)
- Expansion of housing alternatives
- Continuing-care communities
- Congregate housing
- Independent living
- Housing design
- Home conservation and repair
- Consumer protection
- Financial vehicles for asset management (e.g., reverse mortgages)
- Tax sales of properties belonging to the elderly
- Landlord-tenant issues
- Condo conversions

9. Conditions for Continuing Community Participation
- Transportation, mobility, accessibility
- Planning and coordination
- Outreach, information and referral
- Innovative programs
- Self-help and local initiatives
- Security in homes and on streets
- Recreation and cultural opportunities
- Educational opportunities
- Religious activities
- Reduction in ethnic, race and age barriers

10. Educational and Training Opportunities
- Planning and counseling for later years
- Continued learning
- Preparation for continuing and new careers
- Recreation and cultural activities
- Self-help and advocacy
- Facilitating roles of educational and cultural organizations
- Education about older Americans
- Professional education
- Intergenerational exchange
- Intercultural exchange

11. Concerns of Older Women: Growing Number, Special Needs
- Income adequacy
- Pension, annuity and disability policy
- Employment opportunities (training and counseling)
- Re-entry of housewives

Sheraton Washington Hotel

- Health concerns
- In-home and community services
- Sex, age and race discrimination
- Quality of life
- Loss of spouse
- Aloneness/lack of confidential relationships
- Problems of remarriage

12. Private Sector Roles, Structures and Opportunities
- Corporate and business sector
- Employers
- Providers of pensions and health insurance
- Providers of goods and services to older persons (new marketing)
- Supporters of community services
- Labor organizations
- Professional associations
- Non-profit corporations, foundations and religious organizations
- Volunteerism
- Private-public partnerships
- In-kind support programs
- Research and demonstration

13. Public Sector Roles and Structures
- Program planning and implementation
- Impact of elderly migration patterns (e.g., Sunbelt, location of various economic populations)
- Integration of services
- Interagency coordination
- Accountability
- Centralized vs. decentralized
- Intergovernmental relations
- Impact of government regulations
- Improved public awareness programs
- Limits on government resources
- Public-private partnerships

14. Research
- New knowledge needs
- Biomedical
- Behavioral, social and economic
- Improved information for policymaking
- Utilization of available knowledge
- Dissemination of results
- Technology transfer
- Linkages between researchers and practitioners (e.g., research results incorporated into gerontology training)
- Private and public support

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WHCoA Chairman, Constance D. Armitage; Executive Director, David A. Rust; Public Affairs Director, Bill Stetson.

Sheraton and Hilton—White House Conference Hotels

Two of Washington's premier hotels have been chosen as sites for the 1981 White House Conference on Aging.

Located just two miles from downtown Washington, the White House, and the Kennedy Center is the 1200-room Washington Hilton Hotel, long established in the nation's capital as a major convention facility.

Approximately half of the WHCoA committee sessions will take place in the Hilton, which has about 30 conference meeting rooms. All of the Hilton's major convention facilities are centralized on one floor for easy accessibility.

In addition, the Hilton will host the WHCoA banquet, tentatively scheduled for Dec. 2. The Hilton's International Ballroom—site of the banquet—is known for its unusual oval shape and columnless design, which assure the audience an excellent view of the stage.

Recently-Renovated

Situated just six blocks north of the Hilton on a 12-acre resort estate is the recently-renovated Sheraton Washington Hotel. The Sheraton will be the site for the conference opening and closing general sessions and for half of the committee sessions.

Featuring a new main building with skylit, multi-level atrium as its focal point, the Sheraton has more than 1500 guest rooms and 30 meeting rooms. In addition, it has 95,000 square feet of exhibit space which will house a variety of exhibits being held in conjunction with the conference.

Barrier-Free

According to WHCoA Executive Director David A. Rust, the two hotels were selected in part because of their barrier-free design. Facilities for handicapped guests include:

— entrances and exits to buildings accessible by sloping ramps and curb cutaways;

— meeting rooms which are all accessible by elevators and sloping ramps;

— elevators equipped with reachable control panels and indented controls for the sight-impaired;

— public restrooms having at least one wide stall with grab bars;

— public telephones which have been lowered for wheelchair users and telephones with amplified hand sets for the hearing-impaired;

— a certain number of specially equipped guest rooms, with grab bars and accessible closet bars;

— and valet and other convenient parking, including designated parking spaces for the disabled.

All delegates and official observers to the conference will be assigned to a particular committee (see front page). For their convenience, delegates and observers will be housed in the hotel in which their committee meets. It is expected that guest rooms in the Sheraton Washington and the Washington Hilton will be able to accommodate all delegates and most observers.

Continuous bus service between hotels will be available at no cost to participants throughout the conference.

Average Age Advances

The number of Americans aged 60 and over has increased four times as fast as the number under 60 since 1900. At the turn of the century, there were only 4.9 million Americans 60 or older, and the average life expectancy at birth was 47. Today, there are 34 million older Americans, and the average life expectancy is 73.

Washington Hilton Hotel

Special Events Planned to Enhance WHCoA Program

"It is our sincere wish that delegates and observers attending the 1981 White House Conference on Aging receive a warm welcome in the nation's capital. One of the ways we hope to extend our hospitality is through the many special events taking place in conjunction with the conference."

With these words, Jean Bergaust described her new assignment with the White House Conference on Aging. Mrs. Bergaust, who originally joined the WHCoA staff in March, 1981, was recently named director of the Office of Special Events. This new office will be responsible for such activities as the formal banquet of the conference, tentatively scheduled for Dec. 2, in the Washington Hilton's International Ballroom.

Jean Bergaust

Other activities which Mrs. Bergaust will coordinate include: cultural and arts exhibits connected with the conference taking place in galleries and museums around Washington, the unveiling of the WHCoA commemorative stamp, arrangements for international observers attending the meeting, invitations to guest speakers for conference luncheons, and informational services for spouses of delegates and observers.

Mrs. Bergaust will also be responsible for the opening reception of the conference, which takes place Sunday evening, Nov. 29, in the Sheraton Washington Hotel's exhibit hall.

"One of the most interesting events new to the 1981 conference is the WHCoA exhibit," reports Mrs. Bergaust. "This opportunity will allow business organizations, federal, state and local agencies, private, non-profit organizations and individuals to share their ideas with attendees at the 1981 conference in a way that no previous conference has included."

Exhibit Space

Interested parties may rent a 10' × 10' booth—equipped with draperies and a booth sign—from the exhibit hall contractor. Also within the exhibit hall will be a film festival presented by the Gerontological Society of America and a refreshment area.

Organizations, businesses or individuals interested in renting exhibit space should contact: David Shoup, WHCoA Exhibit Headquarters, P.O. Box 17413, Dulles International Airport, Washington, D.C. 20041.

What's An Observer?

Approximately 2,000 delegates and 1,500 official observers will take part in the 1981 White House Conference on Aging. But what, many have asked, is an official observer?

Governors and other public officials selected both delegates and observers to represent their states or territories at the conference. Like delegates, observers will be credentialed and assigned to committees.

Unlike delegates, however, observers may not vote. They also must pay their own expenses.

Observers are not alternates. *If a delegate is unable to attend the conference, the appointing authority may replace a delegate with an observer, but this will not be done automatically.*

Aging Commissioner WHCoA Veteran

Dr. Lennie-Marie P. Tolliver, nominated by President Reagan in May, was sworn in as U.S. Commissioner on Aging Aug. 6. In this position, she administers programs under the Older Americans Act, which provides funds to foster the development of service programs for older persons. Her responsibilities also include being an advocate for all older Americans and ensuring that social services they need are provided nationally.

Dr. Tolliver comes to her post in the Department of Health and Human Services from the University of Oklahoma, where she was a professor, associate director and graduate program coordinator in the School of Social Work. Her previous government service includes a term (1974-78) on the Federal Council on Aging. She also was a delegate to the 1971 White House Conference on Aging.

"As a member of the Technical Advisory Committee on Retirement Roles and Activities of the 1971 White House Conference and as a special adviser for the 1981 conference," said Dr. Tolliver, "I am keenly aware of the importance of this event. I expect that it will provide a vital and important forum for articulation of national goals and policies to further the well-being and quality of life of older people in the 1980s.

"I hope the conference will provide the opportunity to specify the nature of the interrelationship between past and future, young and old, and the public and private sectors."

Dr. Tolliver

Rules Aired by Advisory Committee

A rules subcommittee, chaired by William Ayres, former U.S. Representative from Ohio and president of W. H. Ayres, Inc., has been established by Constance D. Armitage, chairman of the WHCoA National Advisory Committee.

The subcommittee is responsible for making recommendations on all procedural aspects of the 1981 White House Conference on Aging, including the written rules which will be distributed to all delegates prior to the conference.

The subcommittee held its initial meeting on July 15. It plans to present final recommendations for the deliberation and approval of the National Advisory Committee Sept. 24-25, when the full committee meets in Washington, D.C., for a pre-conference planning session.

Members of the rules subcommittee are: Ayres, Mrs. Armitage, Adelaide Attard, J. Glenn Beall Jr., Gorham L. Black Jr., Anna V. Brown, Jacob Clayman, Dr. Arthur Flemming, Margaret Jacks, Robert Kerr, and Dr. Forrest James Robinson.

Four additional subcommittees will be appointed by Mrs. Armitage in the near future:

- An awards subcommittee will advise the WHCoA executive director and staff on the number and nature of awards to be presented at the conference, the selection of individuals and organizations that merit them, and the most appropriate settings for the presentations.
- An international subcommittee will assist the WHCoA staff in providing support and hospitality to approximately 200 international observers at the conference to ensure that the experience is rewarding to them, their countries, and their sponsoring organizations.
- A private sector subcommittee will advise the WHCoA staff on specific projects designed to increase private sector involvement in all aspects of the WHCoA process.
- A special events subcommittee will work to ensure that these events are an important complement to the conference program and provide delegates an opportunity to profit from the Washington scene in a congenial setting.

King Coordinates Conference Countdown

With little more than three months left before the fall of the gavel of the 1981 White House Conference on Aging, Executive Director David A. Rust recently announced a reorganization of the staff to streamline the final phase of conference planning.

Californian Leslie B. King was appointed conference coordinator for the countdown and will be responsible for ensuring that all arrangements are coordinated through one office so that systems used during the Nov. 30-Dec. 3 conference run smoothly.

Retired from a career with the Bell System, King was most recently deputy national communications coordinator for the Reagan-Bush Committee. In this position, he was responsible for coordinating the efforts of the Bell System and independent telephone companies in all 50 states.

"I've retired twice in my career, so I bring to the conference a good understanding of the subject matter from my own experience, as well as expertise in the nuts and bolts department," King said.

Les King

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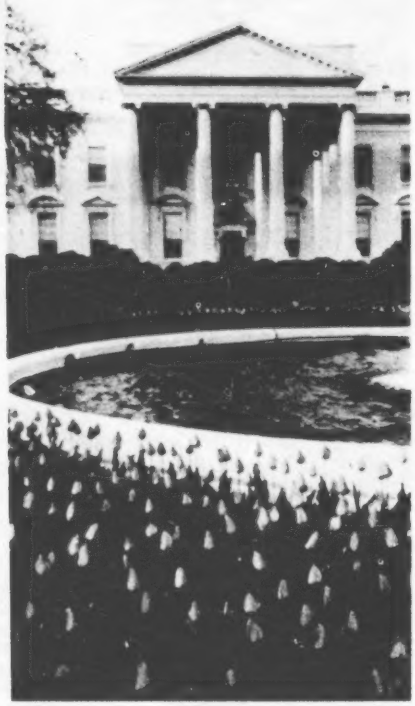

The Aging Society — Challenge and Opportunity

"The Aging Society—Challenge and Opportunity." That is the theme of the 1981 White House Conference on Aging.

More than 2,000 delegates and 1,500 official observers will meet in Washington, D.C., Nov. 30 to Dec. 3 to discuss the many challenges and opportunities that result from the fact that an increasingly large proportion of Americans are in their senior years.

As authorized by 1978 legislation, they will develop recommendations on aging issues to be submitted to both the President and Congress.

This month's gathering, the fourth such national conference on aging since 1950, is the culmination of activities carried out over the last two years, during two presidential administrations. They include more than 10,000 community forums, 58 state conferences, 42 "mini" conferences and deliberations of 16 technical committees.

Conference meetings and special events will take place in two hotels, the Sheraton Washington and the Washington Hilton. Delegates will consider aging issues in 14 topical committees, seven of them meeting in the Sheraton and seven in the Hilton.

Committees meeting in the Sheraton: Implications for the Economy of an Aging Population; Public Sector Roles and Structures; Economic Well-Being; Options for Long-Term Care; Private Sector Roles, Structures and Opportunities; Research; Concerns of Older Women: Growing Number, Special Needs.

Committees meeting in the Hilton: Older Americans as a Continuing Resource; Health Care and Services; Conditions for Continuing Community Participation; Promotion and Maintenance of Wellness; Family and Community Support Systems; Housing Alternatives; Educational and Training Opportunities.

Special Events Slated at Conference

It won't be all work for the delegates and official observers at the 1981 White House Conference on Aging. Throughout the four days there will be special events to bring relaxation and entertainment to those attending the conference.

There will be speakers and entertainers at many of the meals and other functions during the conference. All of the entertainment—from that by world-renowned performers to that by talented amateur groups of senior citizens—has been donated to the WHCoA.

Three memorable events will be a reception Sunday evening, Nov. 29, to open the WHCoA Exhibition, a reception Monday evening, Nov. 30, for the four honorary chairmen of the conference, and a banquet Wednesday evening, Dec. 2.

Conferees will get their first look at nearly 100 exhibits at the Nov. 29 reception at the Sheraton Washington Hotel. Those to be honored at the Nov. 30 reception, also at the Sheraton, are Sen. John Heinz (R-Pa.) and Sen. Lawton Chiles (D-Fla.), chairman and ranking minority member of the Senate Special Committee on Aging; and Rep. Claude Pepper (D-Fla.) and Rep. Matthew J. Rinaldo (R-N.J.), chairman and ranking minority member of the House Select Committee on Aging.

The banquet Dec. 2 in the International Ballroom of the Washington Hilton Hotel will be a gala affair and is expected to feature one or more "star" entertainers.

Musical performers slated for various functions during the conference include: Judith Borden and Marvin Finnley of the Washington Opera Company; U.S. Navy and Marine bands and color guards; pianist Florence Lovelace Anderson of Twain-Harte, Calif.; Senior Citizens "Pops" Orchestra of Suffolk County, N.Y.; Philippine Dance Group from the Washington, D.C., area; Tulip Town Tuners of Holland, Mich.; the Acorns of Lewiston, Me.; AARP Kitchen Band of Sweeney, Tex.; Huron Senior Choraleers of Huron, S.D.; Paxton Pacers of Omaha, Neb.; Happy Time Pipers of Redondo Beach, Calif.; Original Bavarian Dance Group of Washington, D.C.; Bethany House Rhythm Band of Washington, D.C.; and Tom Falcone for Morgan Baer Orchestras of Washington, D.C.

report from the White House Conference on Aging

Number 13, November 1981

Director Foresees Lively Discussion

"I am eagerly looking forward to the broad cross-section of opinion and lively discussion which will be going on during the four days of the conference," says Betty H. Brake, executive director of the 1981 White House Conference on Aging.

"By this time," says Mrs. Brake, "I know that the delegates are beginning to feel the great responsibility before them—that of helping to set policy for the President and Congress for the next decade or longer."

Mrs. Brake was appointed to her WHCoA post Oct. 2 by Secretary of Health and Human Services Richard S. Schweiker. She replaced David A. Rust, whom Schweiker elevated to the post of Deputy Commissioner, Administration on Aging.

An Oklahoma native, Mrs. Brake came to the conference from ACTION, the federal agency which administers volunteer programs. In her position as Deputy Associate Director for Older American Volunteer Programs, she was responsible for the Retired Senior Volunteer, Foster Grandparent and Senior Companion programs—involving about 300,000 volunteers.

Prior to joining the federal government in Washington, D.C., Mrs. Brake had a long career in civic and political activities in Oklahoma City. Organizations in which Mrs. Brake has been active include the Boy Scouts and Girl Scouts, March of Dimes, Easter Seal Society and the American Cancer Society.

Mrs. Brake is the widow of Dr. Charles M. Brake, the mother of four children and the grandmother of three. She received a bachelor's degree in English from the University of Oklahoma at Norman.

Betty H. Brake

Conferees Can View Many Exhibits

An exhibition featuring nearly 100 commercial and educational displays will be one of the major attractions at the 1981 White House Conference on Aging.

Covering more than 10,000 square feet of space in the Sheraton Washington Hotel, the exhibition is designed to give conference-goers an opportunity to become familiar with new products and services aimed at the older population.

Groups that have agreed to participate range from the American Red Cross to the Harper & Row Publishing Company, from the Social Security Administration to a firm which sells bicycles and "trikes" to the mature market.

To date, exhibitors are nearly evenly divided among nonprofit groups, government agencies, and private firms.

Among the displays will be a 20-booth "Health Fair" sponsored by the National Institute on Aging. Free testing for high blood pressure, glaucoma and other health impairments will be provided, and pamphlets describing recent medical research will be distributed.

Also exhibiting its wares will be a nonprofit group which buys "independent living aids" in high volume and distributes them to senior citizens at wholesale prices. Among its products: a beeper worn by an individual which can alert nearby health facilities in the event of a medical emergency.

In addition, a number of local governments will be on hand to describe innovative services for older citizens which they have pioneered.

Delegates and observers will have an initial opportunity to view the exhibits during the opening reception on Sunday, Nov. 29. The exhibition will also be open from 11:30 a.m. to 6 p.m. on Nov. 30 and Dec. 1, and from 11:30 a.m. to 2 p.m. on Dec. 2.

Participants Receive Written Materials on Issues

Delegates and official observers to the 1981 White House Conference on Aging are receiving a wealth of written material on issues they will discuss at the conference.

The WHCoA is mailing every delegate and observer the following: Executive summaries of 15 technical committee reports; the full technical committee report that relates closest to the issue committee to which the individual has been assigned; any mini-conference reports that relate to the assigned committee; 10 mini-conference reports on "cross-cutting" issues.

The 10 reports going to all conference participants deal with issues of concern to elderly persons from the following groups: Black, Hispanic, American Indian/Alaskan Native, Pacific/Asian, Euro-American, Pacific Islanders, veterans, low-income, urban and rural.

Members of the committee dealing with Options for Long-Term Care also will be mailed a chartbook on long-term care needs published by the Federal Council on Aging.

Additional information available at the time of the conference will include: State conference reports; full reports of all technical committees; all mini-conference reports; technical and popular versions of papers on various aging topics published by the National Institute on Aging; and a WHCoA chartbook containing statistical and demographic data on aging in America.

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WHCoA Chairman, Constance D. Armitage; Executive Director, Betty H. Brake; Public Affairs Director, Bill Stetson.

Volunteers Vital to Conference Success

What is a conference without volunteers? Linda Wilson Reed, director of the WHCoA volunteer program, believes every conference needs a group of well organized and dedicated volunteers to make it a success.

Mrs. Reed and her two volunteer coordinators, Laura Edson and Vera Wixon, volunteers themselves, are charged with recruiting and orientation of the volunteer delegation.

"This delegation will provide a variety of services from logistical support for the conference staff to interpreters for the hearing impaired," says Mrs. Reed. "These people are professionals and veteran volunteers, who are giving freely of their time and expertise."

Mrs. Reed's office hopes to recruit hundreds of volunteers for the four-day conference. More than 2,000 letters have been sent to various civic, religious, political and professional organizations in the Washington metropolitan area. Requests have been sent to universities, volunteer clearing houses, governmental agencies, senior centers and aging organizations nationwide.

"It's remarkable, the response we are getting from these different groups," says Mrs. Edson. "It's a real community effort — such diverse groups pulling together to make this conference a real success. It's like a small town."

Responses are coming in from all parts of the country. Mrs. Wixon says a man from Moline, Ill., called to say that he and his wife will be passing through Washington in November on their way to Florida, and they want to help out at the conference.

The volunteer office is still accepting applications. Mrs. Reed and her staff may be reached at (202) 472-9441.

Art Shows Organized

Special exhibitions and shows have been organized and hung at nine museums and galleries in recognition of the White House Conference on Aging.

Many of the museums have scheduled special tours during the week of the conference for delegates and observers and their spouses.

Among the special shows being mounted is, "Recollections: Ten Women of Photography," at the Corcoran Gallery and School of Art. This exhibition focuses on the achievements of ten outstanding women photographers, all born near the turn of the century, who are among the distinguished pioneers of their profession, according to Margaretta K. Mitchell, guest curator for the show.

The National Portrait Gallery of the Smithsonian Institution will feature the portraits of 15 unusual personalities who in their seventh decade or later made significant contributions to the life of the nation, beginning with Benjamin Franklin and including President Ronald Reagan.

Special shows are also being held at the following locations: Library of Congress, Hirshhorn Museum, National Museum of American Art, National Museum of American History, Museum of African Art, Organization of American States Museum and the Renwick Gallery.

Program Highlights

Sunday November 29		
6:30-8:30 p.m.	**Exhibit Hall Opening Reception-Buffet**	Sheraton
Monday November 30		
6:30-8:30 a.m.	**Breakfast**	Sheraton Hilton
9:00 a.m.	**Opening Plenary Session**	Sheraton
12:30-2:00 p.m.	**Luncheon**	Sheraton Hilton
2:15-5:00 p.m.	**Convening of Committees**	Sheraton Hilton
7:00 p.m.	**Reception - Buffet**	Sheraton
Tuesday December 1		
6:30-8:30 a.m.	**Breakfast**	Sheraton Hilton
9:00 a.m.-12 noon	**Committee Sessions**	Sheraton Hilton
12:30-2:00 p.m.	**Luncheon**	Sheraton Hilton
2:15-5:00 p.m.	**Committee Sessions**	Sheraton Hilton
6:30-8:30 p.m.	**Dinner**	Sheraton Hilton
Wednesday December 2		
6:30-8:30 a.m.	**Breakfast**	Sheraton Hilton
9 a.m.-12 noon	**Committee Sessions**	Sheraton Hilton
12:30-2:00 p.m.	**Luncheon**	Sheraton Hilton
2:15-5:00 p.m.	**Final Committee Sessions**	Sheraton Hilton
7:00 p.m.	**Banquet**	Hilton
Thursday December 3		
6:30-8:30 a.m.	**Breakfast**	Sheraton Hilton
9:00-11:30 a.m.	**Closing Plenary Session**	Sheraton

Folklorists Seek to Link Past, Present

Folklorists will be on hand throughout the White House Conference on Aging to interview delegates and observers about their memories, stories and traditions.

"Tools for the Harvest" is a program sponsored by the Smithsonian Institution and the National Institute on Aging that seeks to discover ways in which storytelling, customs and traditions can help to integrate the past and present, according to Dr. Steven Zeitlin, director.

Conference Libraries

Libraries containing background material relating to WHCoA issues will be operated at both hotels throughout the period committees are in session, as well as Monday and Tuesday evenings, Nov. 30 and Dec. 1.

Staffed by volunteers who are knowledgeable in the field of aging, the libraries will contain many materials delegates and observers will be able to keep for their own use after the conference.

"Our aim will be to assist committee members in researching the issues before them and to circulate materials prepared for delegates to use," says Dr. Mary S. Harper, director of the WHCoA Office of Conference Committee Support.

Interviewers will ask participants such questions as: What stories are you most commonly asked to tell about your life? To whom do you tell them? What rituals and traditions have you carried with you through life? Have any new rituals and traditions evolved as you have grown older? Do you remember the role that old people played when you were growing up?

"We hope to share with many Americans some creative solutions to the challenges of age through these taped interviews," Dr. Zeitlin says.

Staff members from the program will be available to tape recollections from 11 a.m. to 5 p.m. Sunday, Nov. 29, through Wednesday, Dec. 2, at the Sheraton Washington Hotel.

Interfaith Service

An interfaith service featuring clergy from many major religions will be held at 4 p.m. Sunday, Nov. 29, at the Washington Cathedral to coincide with the opening of the 1981 White House Conference on Aging, according to Rev. Thomas Cook, executive director of the National Interfaith Coalition (NICA).

Dr. Cynthia Wedel, president of the World Council of Churches, is slated to give the address for the event, which is being co-sponsored by the Washington Interfaith Coalition.

Transportation to the service will be provided by the Washington Interfaith Coalition for delegates and observers staying in both conference hotels.

The purpose of the service is to bring together people from all over the United States to "affirm that the well-being of the aged is vital to the health of a society and to celebrate the presence, wisdom and gifts of older people," says Rev. Cook.

Medical Services Will Be Available

Emergency medical services will be available for delegates, observers and guests at both WHCoA hotels on a round-the-clock basis and staffed by a registered nurse and a physician.

"We should be able to respond to nearly any kind of medical emergency during the conference," says Dr. Mary S. Harper, director of the WHCoA Office of Conference Committee Support.

Ambulance services will be on standby, as will an ophthamologist and a dentist, should there be any problems in those areas.

"I'm hoping that none of these plans will have to be activated," says Dr. Harper, "but it's important that we have them and that delegates and observers know they are available."

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